TECHNOLOGY DEPT.

FEBRUARY 5, 1951

BROADCASTING TELECASTING

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ANN ARBOR MICH

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20TH year

The Newsweekly of Radio and Television.

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25 cents weekly

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FEB 13 1951
DETROIT

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

WHAS MA[illegible]TUCKIANA

SHOP

LOOK

WHAS-TV
Louisville, Kentucky

and

LISTEN

WHAS
Louisville, Kentucky

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Play to New England's Largest Audience on the Yankee Home-Town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England's largest audience.

Every Yankee home-town station offers you two tangibles — a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee's 29 home-town stations and their network audience, you get this saturating coverage throughout the Yankee six-state market. It is an incomparable combination for selling New England and keeping it sold.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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Closed Circuit

WHO'S ON horizon for president-general manager now that NAB President Justin Miller is slated to become chairman of proposed new NARTB? Eight-man board committee of NAB named to select new helmsman claimed it had no notions when board sessions at Belleair, Fla., closed Friday. Several directors, however, said that Paul W. Morency, WTIC Hartford, typified stature required. Mr. Morency in 1944 was proffered interim presidency under streamlining plan, but WTIC parent company —Travelers Insurance—couldn't spare him.

SELECTION by television board of its new directors under revised NAB structure probably will await action of committee to pick president-general manager of overall organization. Name of Eugene S. Thomas, WOR-TV New York and prime mover in NAB-TV activities, was mentioned along with Otto Brandt, newly-elected TV stations vice president of ABC.

ROLAND (BILL) GILLETT, vice president in charge of production at Young & Rubicam, New York, resigned and is on vacation. Successor not yet named.

ADVERTISING CLUB of Washington will have bell-ringer radio-TV seminar Feb. 20. Linnea Nelson, chief timebuyer of J. Walter Thompson Co., who retires next month after 24 years with agency, will be principal speaker in what may be her farewell appearance. In addition, four Voice of Democracy contest winners (see page 39) and Robert K. Richards, NAB public affairs director, will wind up proceedings at banquet.

SNOW CROP Marketers through Maxon Inc., New York, buying two half-hour TV dramatic shows per week, planning to place them in about 30 markets. Agency looking for afternoon station option time. Programs probably will be second-run films and will start in middle of March. Advertiser to drop sponsorship of *Your Show of Shows*, starring Sid Caesar and Imogene Coca on NBC-TV, early in March.

LOOK FOR immediate drive to get CBS and ABC back into trade association fold under NAB reorganization. Revised by-laws, subject to membership ratification, makes it easy for networks, since active, rather than associate, membership can be ordained by board.

DOHERTY, CLIFFORD & SHENFIELD, New York, extending spot announcement campaign for Bristol-Myers (Ipana toothpaste) in 26 markets beginning on varied February starting dates. Markets extend from Tennessee to Florida, over to New Mexico. Contracts for 52 weeks.

PROCTER & GAMBLE's Lilt home permanent wave through Biow Co., New York, planning radio spot announcement campaign to start in mid-March.

HAVING completed first leg of three-leg consultancy on Voice of America, James D. Shouse, Crosley chairman and Avco vice president, leaves in mid-February for month's inspection

(Continued on page 94)

Upcoming

Feb. 4-6: Arkansas Broadcasters Assn., Annual Winter Meeting, Hotel Marion, Little Rock, Ark.

Feb. 10-11: AWRT Michigan and Indiana Conference for former AWB members, Detroit.

Feb. 12-13: Columbia Affiliates Advisory Board, District 9, San Francisco.

Feb. 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.

Feb. 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.

(Complete list of Upcomings on page 91)

Bulletins

HARRY DANGERFIELD JR., formerly with Westinghouse Radio Stations Inc., elected vice president of Bond & Starr, Pittsburgh agency.

HILL GROUP BYPASSES COLOR

SUBJECT of color television failed to come up on agenda at closed meeting Friday of Senate Select Small Business Committee thus ruling out chances of a hearing on that issue this month [BROADCASTING • TELECASTING, Jan. 29].

Business Briefly

TONIC SPOTS ● SSS Co., Atlanta (to expands spot coverage to 50 radio stations southeastern states. Agency: Henry Kauf & Assoc., Washington.

TEA CAMPAIGN ● Consolidated Tea (New York (Swee-Touch-Nee Tea), appoi Marwin Sherres Inc., New York, as age Firm considering New York radio mark with expansion in other markets.

RENEWS ALLEN ● Phillips 66, Bartlesvil Okla. (gasoline), renews *Rex Allen Show* on CBS stations, effective March 16 for 52 wee

NAMES GARRISON ● Automatic Was Co., Newton, Iowa, names W. W. Garrison Co., Chicago, to handle its advertising. Ra used.

INSURANCE SHOW ● State Farm Mut Automobile Insurance Co., Bloomington, I will sponsor five-minute newscast with Ce Brown Saturday, 7:55-8 p.m. EST, beginn Feb. 24 on full Mutual network. Agen Needham, Louis & Brorby, Chicago.

Initial Spadework Started for NARTB

FORMAT of new TV operation within proposed National Assn. of Radio and Television Broadcasters began to take shape Friday as NAB board adjourned at noon, concluding three-day meeting at Belleair, Fla. (main board story page 19).

Head of video organization expected to be titled director of television. Separate TV board to hold telephone conferences and possibly special meeting prior to regular session scheduled Sunday, April 15, on eve of NAB convention. Director and staff personnel to be named.

TV group will handle some of work now done by NAB's station relations, public affairs, government affairs and legal departments, with chance it will have own general counsel. Other functions can be handled by TV staff, it's felt. NAB's board heard report of Eugene S. Thomas, WOR-TV New York, chairman of Board Convention Committee. Convention to open formally in Chicago Monday, April 16, with Judge Justin Miller, newly-elected chairman of board, making his report.

Monday afternoon will be devoted to radio matters. FM session planned Tuesday morning with AM in afternoon. Wednesday will be Television Day. Banquet scheduled Tuesday evening. Luncheon plans include one of four Voice of Democracy winners and leading entertainer such as Bob Hope.

Engineering convention to be held concurrent with radio-TV sessions. Monday afternoon will feature FCC-Industry Roundtable. BMI board and other satellite meetings to be held. Work is going ahead on annual equipment and service exposition but plans are still tentative.

In winding up winter meeting, NAB board decided association should get up to 40% of all sums received by TV organization ov $150,000, which is TV budget. Paul Morency, WTIC Hartford, presided at committee-of-the-whole sessions during bo meeting.

Special eight-man committee named to ne tiate contract for new president-general ma ager of NARTB and new contract for Jud Miller held exploration meeting Friday aft noon following end of board session. Cha manship will rotate. Ben Strouse, WW Washington, elected secretary.

Board thanked retiring members for th service.

Resignation of George Higgins, WISH dianapolis, as District 8 director was accept Special Broadcast Advertising Bureau comm tee, now absorbed into BAB board, was d solved along with TV standing committee.

Judge Miller unanimously requested board to attend Inter-American Assn. of Bro casters meeting opening March 16 at S Paulo, Brazil. While in South America he to conduct inspection tour for President's A visory Commission on Information, of wh he is member. Gilmore L. Nunn, WLAP L ington, Ky., to attend IAAB meeting as N delegate.

Next board meeting will be held in Ju at Washington.

Board heard report from Ralph W. Hardy work of Broadcast Advisory Council, of wh he is secretary. Board gave vote of confide to BAC and suggested action be taken wh necessary to keep BAC truly representati of industry.

Thirty-six new stations were accepted i membership.

Across the Board . . .

KRLD-TV PRESENTS 5 FULL AFTERNOONS OF WEEK-DAY PROGRAMMING

Mondays Through Friday
Starting at 12:40 P. M.

An All ☆ Array of the FINEST NETWORK and STUDIO ATTRACTIONS

AFTERNOON PROGRAM FEATURES:

Stamps Quartet

Martha McDonald's Kitchen

"Man About Town" with Jack Gwyn

Outstanding CBS Serial Show

The Garry Moore Show

Ilka Chase

The Steve Allen Show

Betty Sanger Show

"Variety Fair" with Gerry Johnson

"Fun With Food" with Mrs. Francis Mustard

"What Do You Read" with the Reverend Jimmie McClain

"Adventures in Learning"

Jack Caldwell, Organist

"Party Time," A Young Age Show

"Lucky Pup" or Western Serial

"Adventure Theatre."

Owners and Operators of
KRLD
50,000 watts

KRLD-TV takes a progressive step forward to meet the popular demand for full afternoon programming, Monday through Friday, with a thoughtfully planned schedule of the finest CBS and Studio Shows, slanted to women viewers. KRLD-TV serve the Southwest's largest metropolitan market, Dallas and Fort Worth, having a million urban population, and a total of two million within the 100-mile radius.

Now More Than 100,000 **TV** *Sets in* **KRLD-***TV Area*

The Dallas-Fort Worth area served by KRLD-TV contains the greatest number of television receiving sets of any market of comparable size in the nation; with the rate of increase averaging between 4,000 and 6,000 per month.

That Is Why **KRLD-TV** *Is Your Best Buy*

The Times Herald Station
Channel 4

The Branham Company
Exclusive Representative

JOHN W. RUNYON, President
CLYDE W. REMBERT, General Manager

The **CBS** *Stations for* **DALLAS** *and* **FORT WORTH**

ABCCBSNBCMBS

. . . they're just letters in the alphabet!

Merchandisers tell us that Milwaukee is "different." It must be, if radio listening preferences are any index. WMIL's air personalities, for example. They'll never win us Peabody Awards or orchids from the intelligentsia. But how Milwaukee loves them!

Matter of fact, the last Hooper shows WMIL's ratings for every week day afternoon at 40% higher than the average for two of the three network outlets in this town; 55% higher than the average for the other independents!

Yes, sir . . . cast your corn upon the air waves and it comes back Hooperatings!

Jerry Sieb

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0273;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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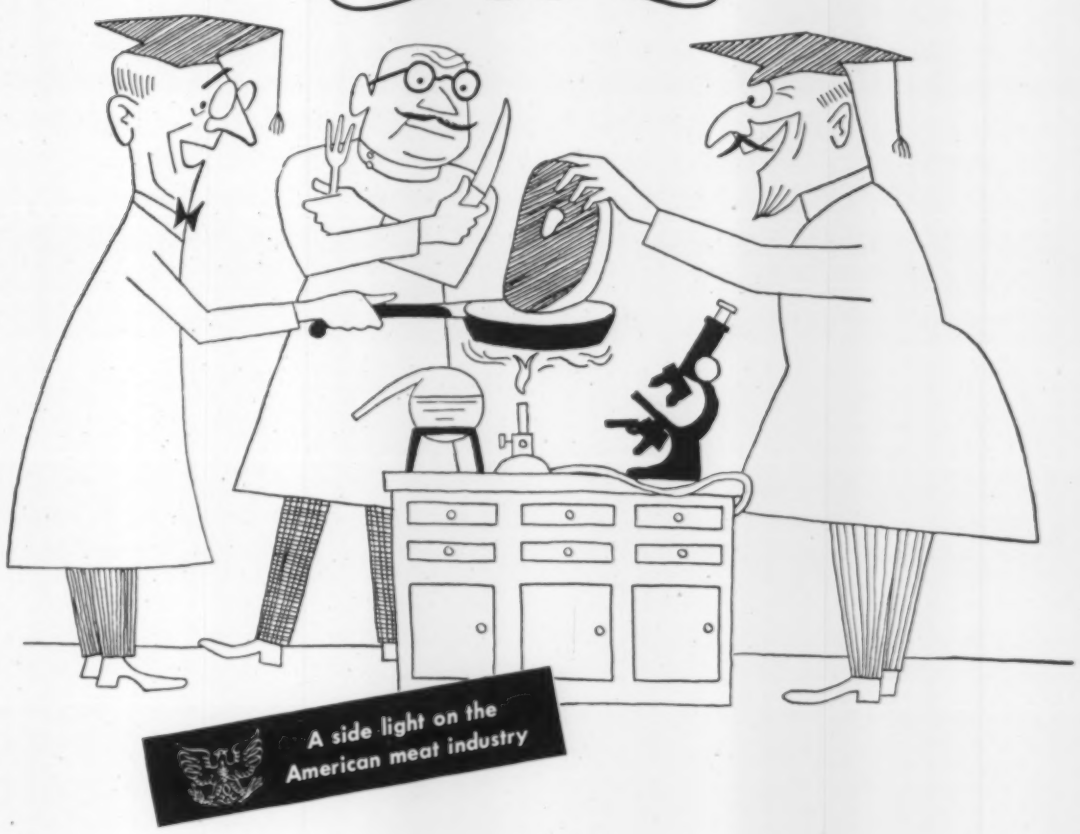
Subscription Price: $7.00 Per Year, 25c Per Copy

Beef Magna Cum Laude



A side light on the American meat industry

Anybody is a fine judge of beef—after the first bite.

But nobody—that's right, nobody—can squint an eye at a steer in the feed lot, a side of beef in the cooler, or a steak on the broiler and tell precisely how tender and juicy it's going to taste on your fork.

There simply aren't any scientific tests for quality in beef, to date. That's why the Department of Agriculture asked a group of scientists at the University of Chicago to find out what makes "choice beef" really choice.

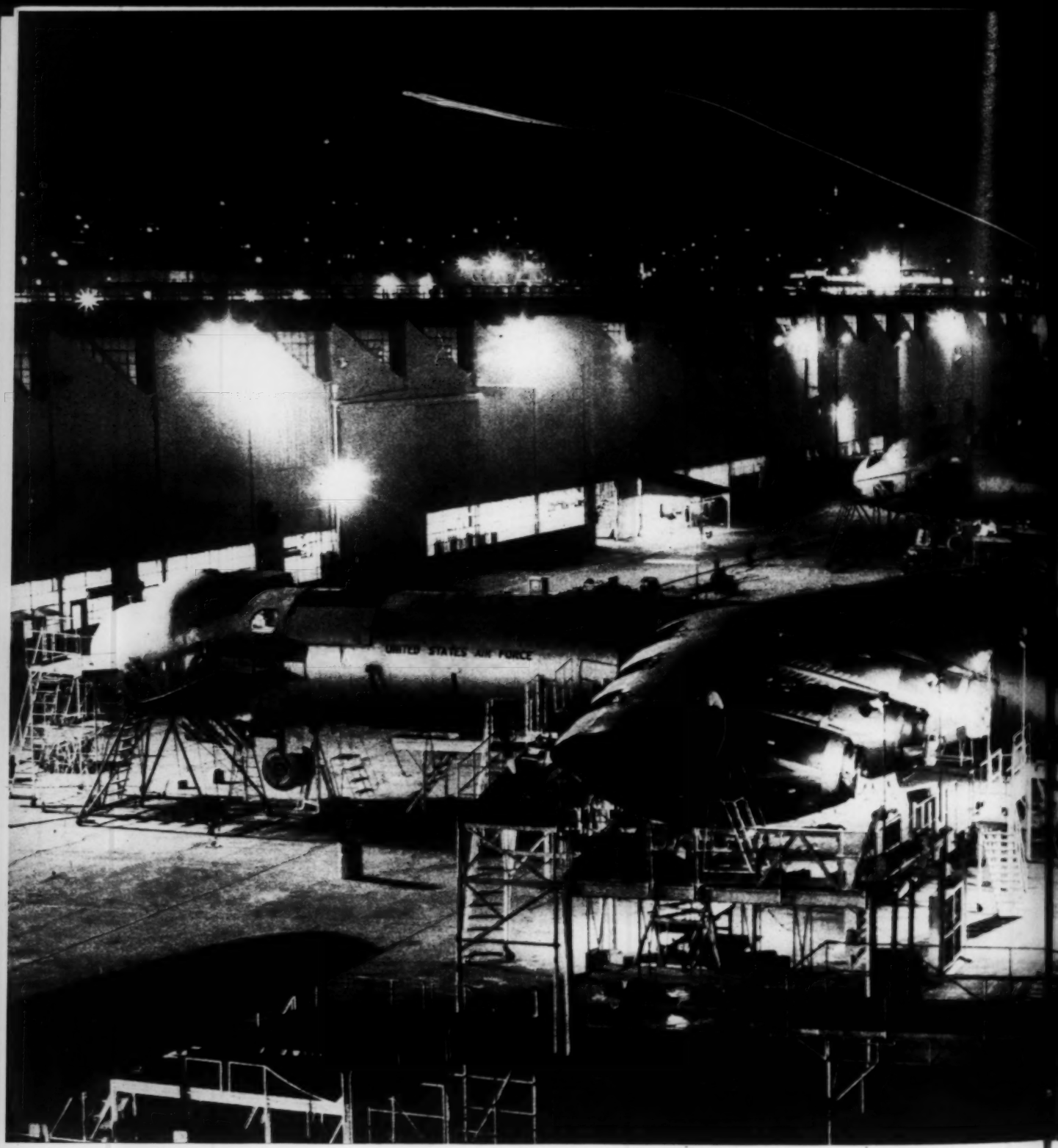
These men are studying beef scientifically. Analyzing the cell structure, the chemical composition, many other things. They hope to learn exactly what quality in beef is, and how to judge when it's there. Their reward: strictly organoleptic. That is, they get to eat the steaks after studying them. Your reward: (if things work out right) good beef made even better beef for you in the future.

And where does the meat industry come in?

The research is being done by the American Meat Institute Foundation, a non-profit organization on the University of Chicago campus, supported by many meat packers throughout the country, for the benefit of meat growers, meat packers and all the meat eaters in the land.

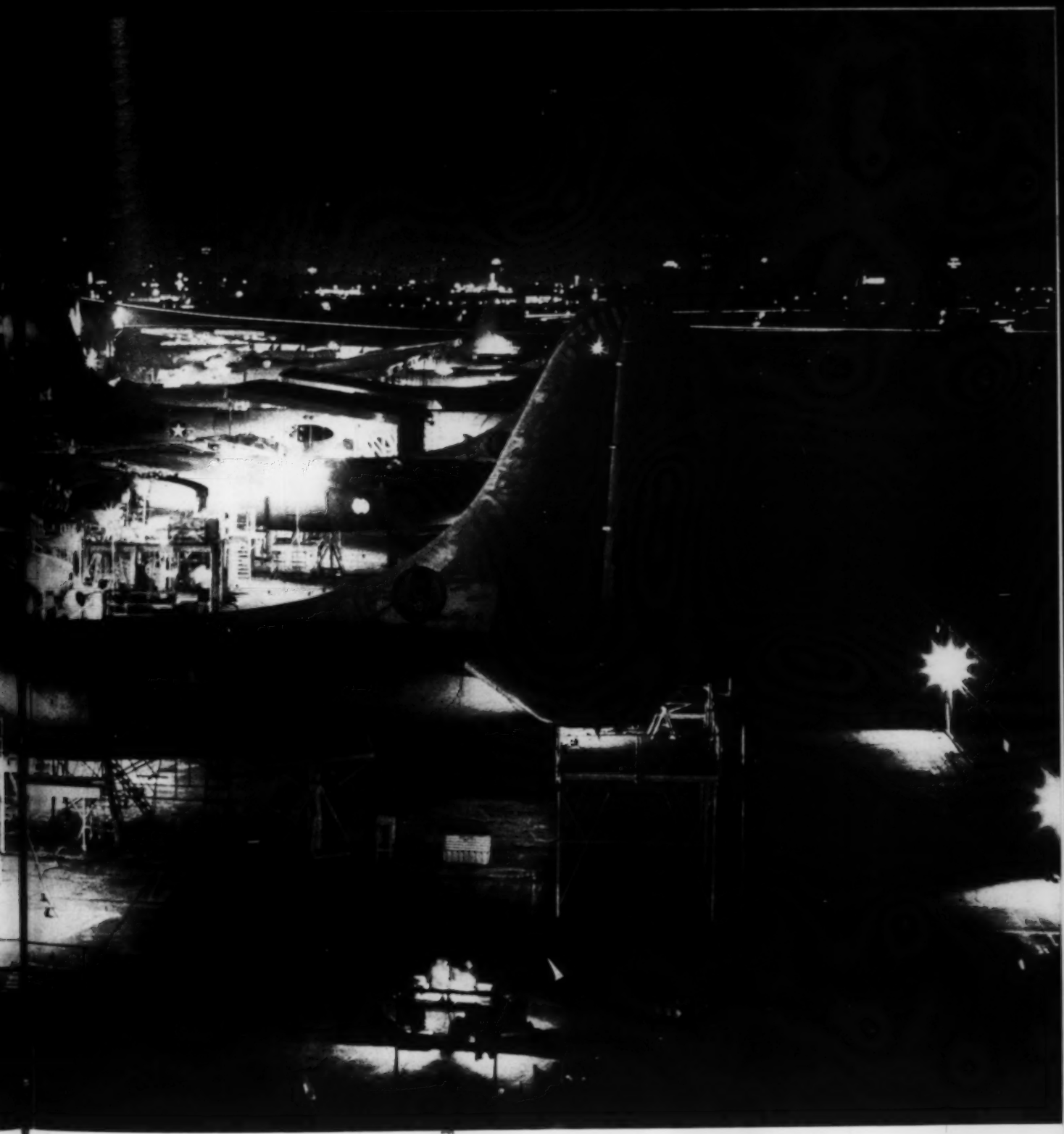
AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



INSTALLING JET ENGINES IN B-36's, PICTURE TAKEN AT CONSOLIDATED VULTEE PLANT NO. 2 AT 1:30 A.M.

building bigger and better ...in San Diego



CITY OF THE YEAR . . . Census figures just released prove that San Diego is America's fastest growing major market* with 85.2% population increase since 1940! Four aircraft manufacturers work around the clock turning out the giant B-36, B-50, XC-99 and others—and San Diego's vast Naval installations ($97,000,000 annual Naval Payroll) are now humming 24 hours a day. But from San Diego comes Butter as well as Bombers... Fish as well as Fighting men. A rich farm market... world's largest tuna port... and a booming tourist center with greater automotive sales than New Orleans or Newark... greater food and soft drink sales than Memphis—that's San Diego!

SELL WITH . . . **KCBQ**
a Columbia affiliate

**Advertising Age—Nov. 27, 1950—536,000 Market population*

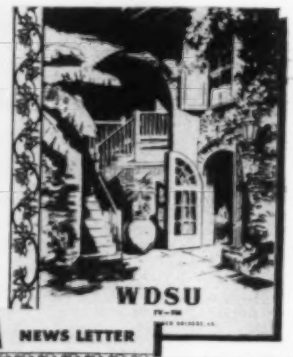
One of Southern California's best media buys now offers San Diego's most complete sales service. The KCBQ merchandising and promotion plan is just one more reason why local and national spot advertisers buy more programs on KCBQ than on any two of the other San Diego network stations combined.

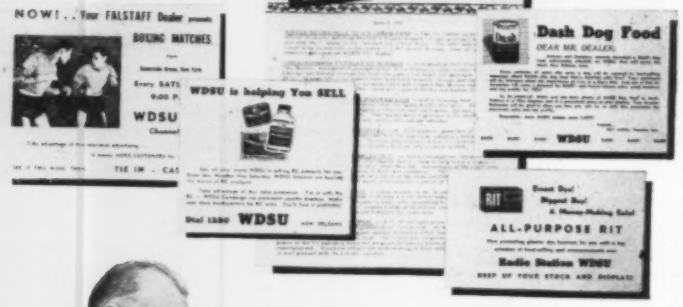
CHARLES E. SALIK, *President*
Represented Nationally by George P. Hollingbery

SPONSORS GET "PROMOTION *PLUS*"* ON WDSU

DIRECT MAIL

*OVER 1,800 PIECES OF DIRECT MAIL HIT TOP RETAILERS IN THE NEW ORLEANS MARKET EVERY MONTH!





● Mailing cards, newsletters, and folders . . . sent out every week, every month . . . give *"plus"* sales assistance to your product and program!

NO OTHER NEW ORLEANS STATION OFFERS THIS PLUS TO SPONSORS!

● Write, wire or phone your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

TERRE HAUTE BREWING Co. (Champagne Velvet Beet and Ale"), names Biow Co., N. Y., to handle advertising. Radio and television will be used.

AL PAUL LEFTON, Philadelphia, to start spot campaign early in F for unnamed nationally distributed cigar. Campaign will cover ent South and may be extended if successful.

AMERICAN HOME FOODS Inc., L. A. (Duff's Cake Mix), which re cently started intensive 18-week TV spot campaign on 10 stations in th California markets, plans to extend campaign to northwest marke Firm Jan. 11 started total of 12 weekly spots on six L. A. TV statio Agency: Ted Bates & Co., N. Y.

SILEX Co., Hartford, after testing TV locally in several markets, co sidering extensive TV spot campaign for kitchen products, if output n curtailed by material shortages.

NATIONAL PAINT & VARNISH Co., L. A., appoints Davis & Co., san city, to handle advertising. Television will be used.

IMPERIAL OIL Ltd., Toronto (gasoline and oil), will use summer da spot campaign on large number of Canadian stations. Agency: Ma Laren Adv. Ltd., Toronto.

IGOE BROS. Inc., Newark (appliance distributor), appoints United Ad Newark, to handle advertising. Radio will be used.

CANADIAN BAKERIES Ltd., Vancouver (bread), has started spot a nouncement campaign on West Coast stations for 39 weeks. Agenc James Lovick & Co., Vancouver.

LIBBY, McNEILL & LIBBY, Chicago, names Foote, Cone & Belding same city, to handle advertising of its pineapple products, effecti April 1.

GENERAL MOTORS Ltd., Oshawa (Buick), using four to six spots da during two weeks in February in major markets to announce first Can dian-built Buicks. Agency: MacLaren Adv. Ltd., Toronto.

CANADA PACKERS Ltd., Toronto (Bye soap), has started six da spots six days weekly on western Canadian stations. Agency: Bak Adv., Toronto. For Margene has started quarter-hour transcribed pr gram weekly on Canadian Atlantic Coast stations. Agency: Grant Ad of Canada, Toronto.

IMPERIAL TOBACCO Co., Montreal (Players cigarettes), Feb. 18 star *Bold Venture*, transcribed half-hour weekly on 39 Canadian station Agency: Whitehall Broadcasting, Montreal.

Network Accounts . . .

BLATZ BREWING Co. sponsoring *Amos 'n' Andy*, over CBS-TV ha hour weekly, time and starting date to be announced shortly. Agency William H. Weintraub & Co., N. Y.

STATE FARM INSURANCE Co., Bloomington, Ill. (fire, life, automobi insurance) sponsoring five-minute news commentary by Cecil Brown 7:55-8 p.m., Sat., over MBS, beginning Feb. 24. Agency: Needham, Lou & Brorby, Chicago.

KELLOGG Co. (cereals) Feb. 3 started *Victor Borge Show*, 7-7:30 p.m on NBC-TV. Agency: Kenyon & Eckhardt, N. Y.

LAY CHURCH Group, under guidance of Methodist Church, sponsorin half-hour weekly religious dramatic series over ABC-TV, beginnin March, for 13 weeks, probably on Monday night. Time not definitel settled. Agency: Turner-Leach, N. Y.

Adpeople . . .

LOUIS BANHAM, advertising manager Mennen Co., resigns to becom assistant to president of Vick Chemical Co.

HERBERT N. CLEAVES, associate sales manager Jell-O Division, Ge eral Foods Corp., appointed sales and advertising manager of divisi

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

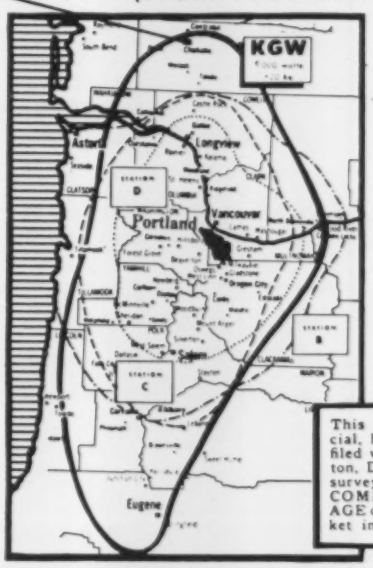
.....in the OREGON MARKET

Ninety-one miles north of Portland is Chehalis, major agricultural community of southwestern Washington and an important factor in KGW's Comprehensive Coverage of the Oregon Market. Chehalis lies directly within the range of KGW's north-south directional signal and is completely dominated by the station's "beamed broadcasting". This was proven by a recent Tour-Test, conducted with the cooperation of the Oregon State Motor Association and witnessed by Dennis Hamilton, prominent Chehalis turkey grower. He is shown above with "Miss KGW". This rich, diversified economy is yours to tap through KGW, the *only* Portland station to offer Comprehensive Coverage of the Oregon Market.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BOGART
Alone, he'd be sensational!
BOG
The greatest stars ever
Transcribed For Local
and Regional Sponsorship!

BACALL Alone, she'd be terrific!

TOGETHER They're super-sensational, They're super-terrific!

GART BACALL

...this new thrill-filled half-hour adventure series!

"BOGIE" GETS THE RATINGS - "BABY" GETS THE SPONSORS

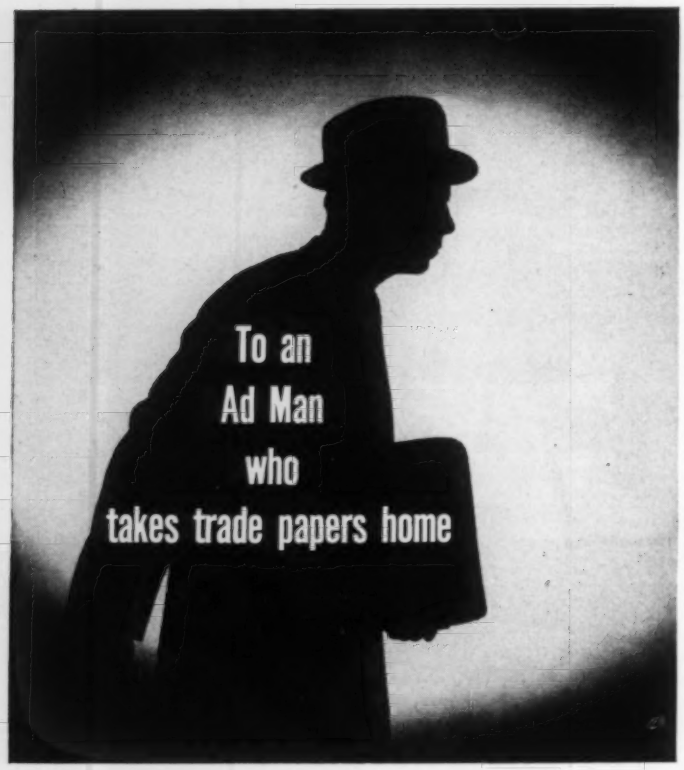
"BOLD VENTURE"

GETS THE SALES!

WITH AN ALL STAR CAST AS EXPLOSIVE AS EACH PROGRAM!
MUSICAL DIRECTION BY **DAVID ROSE** OF "HOLIDAY FOR STRINGS" FAME

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

...quick
...details TODAY!



Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle—under your arm—and read magazines. Man, we're for you, and we'll reward you with some economy-size intelligence about our favorite topic, Iowa. The usual approach is to try to cajole your interest with frivolity, then smack you in the budget with an ineluctable fact. But here's a straight syllogism:

1. Iowa is a get-out-the-superlatives-this-is-uptown-stuff kind of market *($2 billion annual agricultural income; retail sales up $115 million over 1949's record; cash farm income $4.50 to $5 per acre per month; more cattle fed and sold than in any other state; $2 billion industrial income, with factories employing 50% more workers than in 1940).*

2. WMT reaches the Eastern Iowa market. *(We've got more analyses than you can shake a stick at which prove this.*)*

3. Your client can effectively reach same via WMT, where a one-minute Class A commercial *(52-time rate)* budgets at a mere $27.

** So has the Katz Agency, which please see for stick shaking and dotted line talk.*

600 KC
5000 WATTS
DAY & NIGHT

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

agency

K. S. PRATT, account executive Ruthrauff & Ryan Inc., Detroit, elected vice president.

TRUDY RICHMOND appointed vice president in charge of creative planning for radio and TV William Wilbur Adv. Inc., N. Y. Was with Ally and Arnold & Co., Boston.

BERNARD J. GROSS named vice president Weiss & Geller, Chicago. Has been account executive and member of plans board for four years.

FREDERICK N. POLANGIN, vice president in charge of L. A. office Buchanan & Co. Inc., resigns. **CHARLES COLEMAN,** Buchanan vice president and account executive on Western Airlines account, succeeds him as head of agency office.

SHIRLEY COLEMAN, art director L. C. Cole Co., S. F., to Young & Rubicam Inc., Hollywood, in same capacity.

JOHN COOK HIRST III, producer-director WFIL-TV Phila., to radio-TV department Gray & Rogers, same city.

on all accounts

ABBOTT RIEHLE, account executive of Sherman & Marquette, New York, is a man who has achieved success on four levels—rancher, airman, industrialist and advertising executive. He possesses one of the most formidable backgrounds in the industry.

Born in Philadelphia, Mr. Riehle was educated at the U. of Pennsylvania, where he majored in mechanical engineering. His first job, in 1926, was in general sales work with the American Window Glass Co. One year later he joined his father in a firm to manufacture machinery to test the physical properties of metals. The firm was called the Riehle Testing Machine Co. of Philadelphia. In 1935 the company consolidated with the American Machine & Metals Co. in New York and young Mr. Riehle moved to Manhattan as manager of the Riehle division.

Mr. RIEHLE

An established and respected figure in the machine industry, Mr. Riehle, in a surprising display of versatility, conceived and created a radio program, *Character In Business,* his first venture in the field. Mutual bought the show, and Mr. Riehle was embarked on a new phase in his career.

Leaving the machine firm, he secured a job with Young & Rubicam in the merchandising department. He remained with the agency until 1942 when he joined the Air Corps, where he advanced to the rank of lieutenant colonel, serving overseas in several invasions of African soil.

In 1945 he returned to civilian life and to Y&R but one year later he moved to California to direct sales and advertising for Squirt, a soft drink firm.

Soon afterwards he was lured to San Francisco as manager of the Biow Co.'s office there. It was in that same year that he bought a ranch farm in San Diego, ostensibly to retire from the advertising field. But after three years during which he built the ranch into a well-paying enterprise, he succumbed again to the siren lure of advertising, returning to New York and to Sherman & Marquette as account executive on the Colgate-Palmolive-Peet (Veto) account, the position he now holds. The advertiser spends approximately $1 million a year, 60% of which is devoted to spot announcements in radio and TV.

The Riehles have been married since May 6, 1929. She is the former Evelyn Plumadore, and is currently carrying on work at the ranch in San Diego. Mr. Riehle also maintains an apartment in Manhattan.

His hobbies are golf, bridge and reading philosophy.

beat

Miss Howe

PATRICIA HOWE appointed general sales manager Broadcast Production Inc., Detroit.

CHARLES E. COLEMAN, vice president Buchanan & Co., L. A., appointed manager L. A. office.

LUCIEN M. BROUILLETTE to Gebhardt & Brockson, Chicago, after resigning as vice president Almon Brooks Wilder, same city.

HOWARD MUNCE, copy department Young & Rubicam, N. Y., to Cunningham & Walsh, N. Y., as idea artist in creative department of agency.

WILLIAM C. PANK, account executive Roy S. Durstine Inc., N. Y., to Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y., in same capacity. Among his accounts are: Fieldcrest Mills Division (N. Y.) and Karastan Rugs Division (N. Y.) of Marshall Field & Co., Chicago.

ROBERT KIRSCHBAUM, independent TV writer and director, to radio-TV department Marschalk & Pratt, N. Y.

ARTHUR W. PICKETT Jr. and **CLARENCE J. McLEOD** Jr. to traffic department Brooke, Smith, French & Dorrance, Detroit.

ROBERT PAUL HOFFMAN, advertising manager Photorelief Co. to creative department Brisacher, Wheeler & Staff, S. F.

WILLIAM W. SHAUL appointed copy chief of training division Ross Roy Inc., Detroit.

CAROL H. SLEEPER, timebuying department Doherty, Clifford & Shenfield, N. Y., to radio-TV timebuying department N. W. Ayer & Son, N. Y.

SIMMONDS & SIMMONDS, Chicago, has taken over all accounts of Almon Brooks Wilder Inc., same city, retaining Mr. Wilder, president of firm, as vice president. **CLAUDE BREWER,** former vice president for Wilder, retains the title with Simmonds & Simmonds.

C. NELSON BAKER appointed director radio-TV department Baltimore office of Ruthrauff & Ryan Inc. Has been conducting sports show on WFBR same city.

PAUL J. BROCKMAN appointed production manager Guenther, Brown & Berne Inc., Cincinnati. **JOHN L. LANGHEIM** appointed bookkeeper for firm.

CAHN-MILLER Inc., Baltimore, has moved to larger quarters at 510 St. Paul Pl.

ELEANOR CORRIGAN, press department CBS Hollywood, to publicity department Benton & Bowles Inc., N. Y. **ALFRED A. WHITTAKER** appointed director of research for firm. **JOHN CHURCHILL,** supervisor of Procter & Gamble media for agency, to research department.

THE EDWARDS Agency, L. A., has expanded to larger quarters at 435 South Cienega Blvd. Telephone BRadshaw 2-5616.

EDWARD K. HARRISON, account service director Warner & Assoc., St. Louis, takes temporary leave of absence to serve as director of Economic Mobilization Conference, to be held in St. Louis in March.

SAM JOATHAN RIKLIN, account executive Pitluk Adv. Co., San Antonio, awarded trophy for outstanding civic achievement of 1950 by Junior Chamber of Commerce.

HOWARD E. MOSER, sales manager Movie Quiz Sales Co. Inc., L. A., to Walter McCreery Inc., Beverly Hills, as account executive.

RUPERT L. BURDICK to manage Montreal office of J. J. Gibbons Ltd.

JANE MAYER, graduate U. of Southern Calif., L. A., to Benton & Bowles Inc., Hollywood, as assistant to **JEAN MEREDITH,** manager West Coast publicity.

ON THE WASHINGTON SCREEN

Ruth Crane

in "The Modern Woman"

VARIETY

January 24, 1951

TELEVISION REVIEWS

MODERN WOMAN ON TV
With Ruth Crane, Jackson Weaver
Producer: Ruth Crane
Director: Van Beuren de Vries
30 Mins.; Mon. thru Fri., 3 p.m.
Participating
WMAL-TV, Washington, D. C.

Ruth Crane, who boasts the heaviest radio-TV schedule on town's distaff side, is already an established part of the video scene here. It was only natural that Miss Crane's familiar ayem "Modern Woman" airer should be adapted to the new medium. Transition has been made gracefully, with enough of the familiar flavor of the radio show retained to lure old fans, and sufficient new touches added to the TV screen to add interest.

Format of show is informal and flexible. To give a true picture, one should appraise a week's run in order to show producer's deftness in meeting topics of the day and in varying structure. It is a half-hour of typical femme chitchat, with accent on variety, so that almost every type of afternoon listener should find a topic of interest. Jackson Weaver, regular on the AM version of show, does his usual able job of alternating between stooge, emcee and just male-in-a-lady's-world. Having him present not only provides a foil for the Crane technique, but adds interest for femme viewers; and maybe lures an occasional male fan.

Typical show caught features a succession of guests. Ted Mack, in town to rehearse the VIP version of his "Amateur Hour," plugged the benefiting USO. Jane Hilder, local remedial reading expert, demonstrated her technique with one of her pupils, a poised and winning nine-year-old lad. Then Carolyn Hagner Shaw, editor of capital's "Social List" and authority on protocol, presented the AAA award to the "courteous driver of the week," a regular Wednesday feature of show.

Interspersed with the public service aspects are fashions and a cooking interlude, opportunity not only to provide some culinary hints, but also to integrate commercials into show. Fashions, too, have commercial plugs.

Show packs plenty of material into its 30 minutes. If anything, show caught was somewhat crowded. However, this impressed as being preferable to the sameness so often apparent in some women's shows.

Miss Crane adds to station's coffers with s.r.o. sponsorship on show. There are currently eight participating time buyers on the five-per-week airer.

Lowe.

tops on TV

tops on radio

Represented Nationally by ABC Spot Sales

WMAL WMAL-TV WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Leif Eid

Leif Eid's astute observations in the national and international news scene have long been recognized as must listening in the Capital area.

Eid's timely ten minutes each Monday thru Saturday from 6:05-6:15 provides peak listening for your product message.

This program is available Monday through Saturday nights.

The natural appeal of this time segment alone is enough to merit your careful thought. The program immediately follows five minutes of late news bulletins, while Eid enjoys an unparalled reputation for what newsmen call a 'tight story.'

WRC or National Spot Sales can provide further details . . . all of them solid facts for your consideration.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

WASHINGTON
WRC
NBC

feature of the week

IMAGINE listeners impatient that other portions of programs finish so they can hear commercials!

That's just what is happening during *Party Line*, popular weekday program over WDOD Chattanooga.

In this instance, listeners themselves write the commercials—and thoroughly enjoy it.

Before Christmas, WDOD ran a contest asking listeners to write commercials for *Party Line*, offering prizes. The station reported that the response was so gratifying and the commercials so good that *Party Line* has been using listener commercials since, crediting the author.

"And in creating the commercials," adds Drue Smith, *Party Line* commentator, "the listeners become doubly familiar with the sponsor—in this case, the Pioneer Bank of Chattanooga—which has been sponsoring the program well into its third year."

The following example of a listener commercial came from a housewife in Rossville, Ga.:

Remember how important you felt with your first driver's license? That bit of paper added dignity and a sense of responsibility to your life, didn't it? It was your badge of maturity. . . . just as your Pioneer Bank account is your badge of financial maturity and thrift! Each entry in that small brown passbook is a step toward the goal you have set for yourself . . . money for a vacation trip you long for . . . down-payment on a car of your own . . a little nestegg toward a dream you cherish . . . And best of all, at Pioneer Bank your money works WITH you and FOR you, helping you achieve your goal . . . every dollar is earning 1½% interest in your Pioneer savings account! Don't harbor LAZY money, put it to work at the Pioneer Bank!

Miss Smith has a Party Line *that residents of the Chattanooga area are not sheepish about admitting that they listen in on. In fact, listeners write commercials for the popular WDOD program!*

* * *

Miss Smith proudly points out that instead of forcing commercials down listeners' throats, the program has whetted their appetites for a diet of commercials!

strictly business

IN civilian clothes, David Sutton, CBS-TV general sales manager, looks like an idealist's portrait of a Marine captain. But as a Marine captain during the last war, Mr. Sutton was hardly distinguishable as one of the most successful young men in the sales branch of the radio industry.

Moreover, if there was ever any truth in the assertion of a Mr. Durocher that "nice guys finish last," Mr. Sutton exists as six feet of solid evidence that the claim is no longer tenable. Mr. Sutton is one of the nicest, and he has never finished last in anything save perhaps an endurance contest.

A graduate of the U. of West Virginia, where he secured his law degree, Dave moved north to Waterbury, Conn., for his first job—sales promotion man with the Chase Brass & Copper Co.

Within two years he was manager of the department with headquarters in Chicago. It was there that he became exposed to and intrigued by the promise of radio. Somewhat impulsively he threw up his executive interest in metals to

(Continued on page 39)

Mr. SUTTON

* * *

Sir Rob't. Bacon

Wyoming Valley's
"GRAND KNIGHT OF THE TURNTABLE"

Hit tunes — Top bands — New stars are all brought to Pennsylvania's 4th largest marketing area 1st by our own Bob Bacon.

More people listen to Bob's "Bacon for Breakfast" show on WBRE than any other disc show in town.

There's no "Ham" in this Bacon. He makes sweet music for listeners and **Money for Advertisers.**

Write or call us for availabilities on Wyoming Valley's top disc show . . . "Bacon for Breakfast."

PHONE WILKES-BARRE 3-3101
WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE
NBC

KYW LOCAL PROGRAMMING HITS PEAK IN PULSE RATINGS

In the November-December Pulse report for the 8-county Philadelphia area, thanks to the know-how and ingenuity of KYW's program-builders, KYW *local programs* hit the year's highest peaks! What does this mean to buyers of spot time? More listeners! More prospects! Constantly growing value for the advertising dollar! Yes, you now get *more* for your money.. when you use it to reach the growing audience of Philadelphia's KYW. For details, check KYW or Free & Peters.

KYW

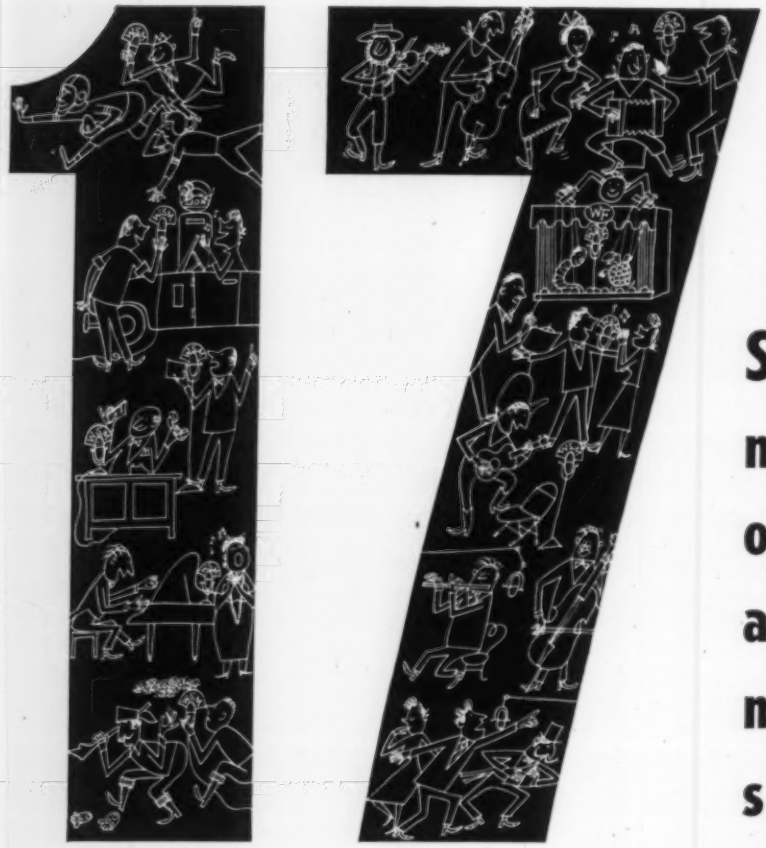
PHILADELPHIA

50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Seventeen network originations a week must mean something...

If you want to sell the Central South most effectively and at the smallest cost, these facts warrant your careful consideration:

- WSM is currently originating seventeen network shows in addition to regular station business.
- These shows range from a delightful children's fantasy called Wormwood Forest to a hard hitting folk music show designed to move men's work shoes from dealer's shelves.
- They make use of every type of program material from comedy to serious music.
- They feature talent which is not only network quality but top network quality . . . *talent that comes from WSM'S own staff of more than 200 people.*

No other single station in America can match this production know-how nor offer talent of this quality and in this quantity. And this explains, better than market figures or cold coverage data, why you cannot adequately sell the Central South without WSM.

WSM
NASHVILLE

BROADCASTING
TELECASTING

Vol. 40, No. 6 WASHINGTON, D. C., FEBRUARY 5, 1951 $7.00 A YEAR—25c A COPY

NEW NAB FOR RADIO & TV

Full Operation by Spring

By J. FRANK BEATTY

A NEW trade association bringing radio and television stations and networks under one roof is scheduled to go into full operation by early spring.

Making history by the minute, the NAB board of directors last week took a series of major steps that will completely reorganize the industry's trade association into autonomous radio and television units. Revised by-laws were approved, subject to membership vote.

Here is what the board did in its three-day meeting in Belleair, Fla.:

- Adopted a new name—National Assn. of Radio and Television Broadcasters.
- Elected Judge Justin Miller board chairman, relieving him of operating duties.
- Completely revised the by-laws to provide a board chairmanship and TV participation.
- Granted active membership privilege to radio and television stations and to both radio and television networks.
- Created a top board of directors, consisting of an autonomous 25-man radio and 13-man TV board, with the top board handling only important policy matters.
- Appointed a committee to name the NARTB president-general manager, and negotiate his salary and that of the chairman.
- Left the appointment of a separate head of the TV association up to video members.

Board Committee Members

Elected to the eight-man board committee were William A. Fay, WHAM Rochester; Harry R. Spence, KXRO Aberdeen, Wash.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen M. Woodall, WDAK Columbus, Ga.; Patt McDonald, WHHM Memphis, Tenn.; Robert D. Swezey, WDSU-TV New Orleans; James D. Shouse, WLW Cincinnati, and Ben Strouse, WWDC-FM Washington.

This committee was given a $75,000 budget to provide for an adjusted salary for Judge Miller and a salary for the combined president-general manager.

The board adopted a resolution specifying Judge Miller's wish to be relieved of active operating duties and providing increased responsibilities for executive officers. Judge Miller, who had voiced his wishes in a talk to the board, was praised for his outstanding achievements as NAB president. William B. Ryan, NAB general manager who now becomes president of BAB, also paid a tribute to Judge Miller and spoke of the harmonious relations the two had enjoyed since Mr. Ryan became general manager last spring.

Radio and TV stations and networks will thus be brought together under the NARTB banner as a result of the board's Thursday action.

The threat of some telecasters to break away completely from any form of NAB structure, unless they were given their own autonomous association, was dissipated into the balmy gulf air after two days of board discussion. NAB's board, augmented by help from directors of the new TV association formed at Chicago Jan. 19 [BROADCASTING • TELECASTING, Jan. 22], adopted a new association format that preserves industry unity. Both the aural and video group conceded they must stick together to fight the common battles of both media. Thus the directors adopted a set of by-laws and resolutions embracing most of the demands made at the Chicago TV meeting.

Most of all, the telecasters wanted the right to decide their own trade association problems. That is exactly what they got and the end was achieved by vesting vast powers in separate AM and TV boards.

Size of Board Set

As it now stands, the NARTB (ex-NAB) board consists of not over 40 directors—25 aural radio members and a maximum of 14 television members. In turn, the radio members will comprise a separate board for that portion of the membership, and the TV members will comprise a separate board for the video membership.

Important change in the radio concept developed when it was decided to give networks the right to become active members of the radio association. The networks have not had radio board members in recent years but could get on the board by way of O & O stations.

The combined board is not to have more than four radio-TV directors. The separate TV board provides for a maximum of four TV network directors. Furthermore, no one director can serve in more than one class nor can any one firm have more than one member on each (radio or TV) board.

There are three classes of NARTB membership under the revised by-laws. Active membership may be held by radio and television stations, and by networks as well. Associate membership, the third class, applies to representatives, transcription, manufacturing, supply and similar industry groups. Associate members can participate in the annual convention.

The new by-laws, drafted after two weeks of preparatory work and then reprocessed Wednesday and Thursday by the board itself, involved a number of important routine changes designed to make them applicable to both TV and network members.

Quick debate developed in the

(Continued on page 24)

AFM DEMANDS

Give Two-Week 'Breather'

By PETE DICKERSON

FORESTALLING a threatened strike of AFM New York Local 802 against the networks, James C. Petrillo, AFM president, last week seized the reins of local-level negotiations going on in New York, Chicago and Los Angeles and presented his national demands preparatory to negotiating with the networks both nationally and locally.

Acting Jan. 31, the day all AFM network contracts expired, Mr. Petrillo met briefly with network representatives and then announced a two-week "breather," during which any agreement would be retroactive to Feb. 1. This appeared to be a compromise on the part of the companies which previously refused Local 802 demands for retroactivity of any contracts emerging from an indefinite prospective period of negotiation.

During this two-week period there would be no strikes, Mr. Petrillo said. Asked if his promise included Chicago and Los Angeles locals, he hesitated and then spread his hands. "What can they do? We don't want to strike. We want to work out these contracts."

Effect of the wage freeze (see story page 28) would be considered after the contracts had been worked out and not until then, he said.

Networks Get Proposals

He had just made his federation proposals to network representatives, he told newsmen called in before network officials left. These would be additions to earlier proposals of locals. Without knowing what the networks would do, he anticipated that they would present him with counter-proposals at the next meeting scheduled for today (Monday). Negotiations would go on from there, he said.

The federation proposals were in sections, one for radio and one for television. Television negotiations, Mr. Petrillo said, would be "very peculiar," inasmuch as the contract to be worked out would be the first of its kind. "When analyzed, the contract proposed is not so tough," he added.

A spokesman for the network representatives said they had not had time to read the new proposals and therefore could not comment on them.

The federation proposals for television related exclusively to network programs, leaving local TV programs to the jurisdiction of locals. Included were demands for a basic minimum scale for network single and weekly engagements 20% above the "applicable network radio scale of the local in whose jurisdiction" the telecast is made; for eliminating the use of recorded music from "spots or jingles, or for accompaniment, background, mood, cue, bridge or incidental purposes"; for paying musicians appearing in simulcasts 50% of their radio rates in addition to their radio payments, and for a $12 fee for musicians called in for costuming or make-up, preparatory to telecasts or dress rehearsals.

TV film proposals included pro-

(Continued on page 92)

DOLCIN PLANS

Radio Gets $2.25 Million, van der Linde Reports

VICTOR VAN DER LINDE, president of Dolcin Corp. and partner in the agency bearing his name, said last week that Dolcin had appropriated $2.5 million for advertising this year and that $2.25 million of it would be spent in radio.

Mr. van der Linde spoke at an annual sales meeting of WOR New York at the Park Lane Hotel.

When the advertising budget was first set up, Mr. van der Linde said, Dolcin planned to spend only $1.5 million in radio, $500,000 in television and $500,000 in other media. But the company's radio campaigns have been so successful since then, he reported, that Dolcin decided to up its radio appropriation to the $2.25 million, with the other $250,000 of its total budget distributed in other media.

Dolcin on Feb. 5 will add 90 radio markets to the current 250 markets carrying its one-minute spot announcement. In addition the advertiser sponsors news programs varying in length from 5 to 15 minutes in the same 250 markets.

Dolcin also plans to increase the frequency of its shows on those stations in the immediate future.

The firm also sponsors half-hour, established local personality programs in about four markets, plus using 14 quarter-hours weekly on the Don Lee Network.

In television Dolcin uses one-minute films in Chicago and New York.

Buy 'Good' Radio

"We will buy anything that is 'good' in radio," Mr. van der Linde told BROADCASTING • TELECASTING.

At the same meeting Linnea Nelson, retiring timebuyer of J. Walter Thompson, New York, forecast a long and happy future for radio.

"I see no reason why anybody should be afraid for radio in 1951 or any year," Miss Nelson said.

Theodore Streibert, president of WOR-AM-TV, said that 1950 was a significant year for radio because people realized that "it is not dead." Mr. Streibert predicted radio would remain healthy because it is an effective low-cost medium.

Mr. Streibert said television's future seemed rosy. He predicted WOR-TV would made a profit in 1951.

At the meeting Herman Maxwelle, WOR salesman, was presented with a gold wristwatch in recognition of his having sold more than $1 million in time for WOR.

BREWERS BUY

Heavy Users of Ziv Series

BREWERS throughout the country have accounted for 40% of the group purchases for *Bold Venture*, transcribed radio series featuring Lauren Bacall and Humphrey Bogart, according to Frederic W. Ziv Co., producer of the series to be released nationally March 26.

Following are brewers who have contracted for the show:

Pfeiffer Brewing Co. (Pfeiffer's beer), through Maxon Inc., Detroit, has bought time in 22 Michigan cities and also will sponsor the show in Toledo, Columbus, Defiance, Piqua, Cambridge, Springfield and Athens, all Ohio; South Bend and Ft. Wayne, Indiana—32 cities total.

Stegmaier Brewing Co. (Gold Medal beer), through Crolly Adv. Agency, Wilkes-Barre, in Wilkes-Barre, Scranton, Hazleton, Williamsport, Harrisburg, Reading, Allentown, Bethlehem, Easton, Lewistown, Lock Haven, Pottsville, Sunbury, Shamokin, Bloomsburg, Lebanon, Altoona, Lancaster and York, all Pennsylvania; Binghamton, Endicott, Johnson City, Elmira and Hornell, in New York, and Wilmington, Del.—25 cities in all.

Theo. Hamm Brewing Co. (Preferred Stock beer), through Campbell-Mithun, Minneapolis, in Billings, Bozeman, and Miles City, Mont.; Caspar and Powell, Wyo.; Kirksville, Mo.; Yakima, Wash.; Ft. Dodge, Iowa, and Honolulu, Hawaii—9 cities in all.

Krantz Brewing Co. (Old Dutch beer), through Ohio Adv., Cleveland, in Steubenville and Marion, Ohio.

Globe Brewing Co. (Arrow beer), through Joseph Katz, Baltimore, in Richmond, Roanoke, Danville, Norfolk, Portsmouth and Newport News, Va.

Pilsener Brewing Co. (P.O.C. beer), through Meldrum & Fewsmith Inc. of Cleveland in Cleveland and Sandusky, Ohio.

Hanley Brewing Co. (Hanley beer), in Providence, R. I.

American Brewing Co. (Regal beer), in Miami, Fla.; Mobile, Ala.; Lake Charles and Baton Rouge, La.

Jacob Schmidt Brewing Co. (Schmidt's City Club beer), in St. Cloud, Minn.

PHILIP MORRIS BUYS

Dramatic Shows on ABC, CBS

PHILIP MORRIS Co. will begin sponsorship of one dramatic show today and of another dramatic show next month.

Moden Romances begins today (Monday), 11-11:15 a.m. Monday through Friday over ABC. Agency is Cecil & Presbrey, Inc. *Philip Morris Playhouse*, on CBS, 10-10:30 p.m., Thursday, begins March 15, with Biow Co., New York, as agency.

BRENNAN NAMED

As Schuebel Successor

VERA BRENNAN, timebuyer at Duane Jones & Co., New York, since Oct. 12, 1942, will be named director of radio and television timebuying. Miss Brennan will take over some duties of Reggie Schuebel who resigns effective Feb. 15 to form with Jack M. Wyatt a new agency service, Wyatt & Schuebel [BROADCASTING •TELECASTING, Jan. 29].

Miss Brennan

Prior to joining Duane Jones Co., Miss Brennan was with the Biow Co. for eight years as assistant to Miss Schuebel, who was then director of radio. Before that Miss Brennan was in the radio department of Blackett, Sample & Hummert, New York.

She handles such accounts as Manhattan Soap, Mennen Powder Co., Hudson Paper Co., Mueller Products, Whitehall Pharmacal and Pharmco.

Allen Signs as Writer

FRED ALLEN has been signed as a writer for *The Big Show* on NBC Sunday, 6-7:30 p.m., on which he and Portland Hoffa also will appear as guests every other week.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"So your boss will find me. . . . And he's no 'first class operator', dearie."

Company heads beam pleasure after announcing the consolidation: Mr. Broadhead (seated) and Mr. Smith.

SMITH, ALLIED

Transcription Firms Link

DAKEN K. BROADHEAD, president, Allied Record Mfg. Co, Inc., Hollywood, Calif., and K. R. Smith, president, K. R. Smith Co. Inc., New York, announced last Thursday that their respective companies had become associated.

Mr. Smith, who helped pioneer the development of electrical transcriptions, will continue to head the New York plant, to be operated as the K. R. Smith Div. of Allied Record Mfg. Co.

Consolidation, it was explained, had been planned for some time to "provide fuller and faster processing service, coast-to-coast, for recording and transcription industry."

In addition to commercial transcription work and special custom recording for churches, schools and institutions, Allied and its K. R. Smith Div. will service the State Dept.'s Voice of America, Armed Forces Radio Service and others.

Both Messrs. Broadhead and Smith stated that no changes were contemplated in the management and organization of the two firms.

OLDSMOBILE

Radio-TV Marks '51 Debut

EXTENSIVE use of radio and television marked the introduction of the 1951 models of the Oldsmobile Division of General Motors, with 168 AM stations sharing in a 10-day pre-announcement campaign, from Jan. 21 to 31. In addition, February will bring a follow-up program on a similar number of stations, using 20, 30 and 60 second announcements.

Thirty-eight TV stations carried a similar 10-day program during the last 10 days of January. A preview of the new models was given on January 30 on the 17-station CBS network carrying the *Douglas Edwards and the News* program. Announcement of the Oldsmobile campaign in the face of production uncertainties of the automobile industry was made by G. R. Jones, Oldsmobile general sales manager.

TV 'BLUE BOOK' PLANS OFFICIAL

Public Conference Set

FCC SET its TV "Blue Book" plans in motion last week by announcing officially that a public conference will be held "for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry" [BROADCASTING • TELECASTING, Jan. 29, 22].

The awaited official announcement of FCC entry into the inflammatory subject of TV program service found stations and networks reluctant to offer any immediate comment. On Capitol Hill Sen. Ed C. Johnson (D-Col.), chairman of the powerful Senate Interstate and Foreign Commerce Committee, issued a guarded statement.

Sen. Johnson told BROADCASTING • TELECASTING that he was not familiar with FCC's latest move, but that he personally is "a great television fan" and believes that "most programs are wonderful." He said he was encouraged by FCC's decision to hold a public conference before taking any policy action, and that, from this standpoint, "any time is a good time" for such a conference.

He said he thought FCC would move "cautiously" and keep in mind the "understanding of all freedoms of expression we cherish in this country." The Commission, he said, "has a heavy responsibility under the law" and would "not do anything that would not meet with public approval."

FCC's announcement said a date for the public conference would be announced later. It is expected to be held in May and to include representatives of various civic, school and similar groups as well as TV stations, networks, and the Commission.

Issues Renewals

The announcement came Monday, simultaneously with the issuance of one-year renewals—the term currently specified for TV licenses—to 44 stations with licenses expiring Feb. 1 (for list of stations, see FCC Actions this issue).

The conference was called on a 5-1 vote, the majority consisting of Acting Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster, George E. Sterling and Frieda B. Hennock. Miss Hennock has been a leader in the fight for reservation of TV channels for future use solely by educational groups (see stories, pages 57, 70). Comr. Robert F. Jones dissented and Chairman Wayne Coy, who is away on an extended vacation, did not participate, though tentative plans for the conference had been made before his departure a fortnight ago.

Although FCC spokesmen disclaimed "Blue Book" intentions in the project, observers felt that any Commission activity in the field of programming must carry Blue Book overtones since its outcome must clearly be the enunciation of TV programming principles comparable to those announced for AM radio in FCC's 1946 Blue Book.

FCC said "a detailed agenda [for the conference] will be announced later and will relate generally to the role of television in serving the needs and interests of the public." The 1946 Blue Book's formal title was "Public Service Responsibility of Broadcast Licensees."

AM problems which the Commission canvassed in detail in the 1946 Blue Book—alleged excessive commercialism, program balance, need for local programming, discussion of public issues, stations' performance as measured against their promises, etc.—are expected to be highlighted again in the TV conference, along with corollary questions related distinctively to the visual art.

Although the Commission in its planning reportedly decided to deal in program categories and overall balance rather than specific programs in conducting the conference, some observers felt that ultimately specific programs, too, would come into the discussions. The question of taste and propriety in the handling and timing of certain types of shows was also considered certain to arise.

'Natural Outgrowth'

Among those who did not feel that FCC was venturing toward another Blue Book in the strict sense of the phrase were authorities who saw the move as a natural outgrowth of TV's development and, simultaneously, as an answer to complaints which the Commission says it has received from viewers. These experts said they realize that no new art, such as television, can be expected to commence operations at the optimum level of performance, but that they feel nevertheless that safeguards might be set up against undesirable trends.

Text of FCC's announcement:

The Commission today (Jan. 29) renewed for a period of one year the licenses of the 44 television broadcast stations now pending before the Commission.

At the same time, the Commission announced that a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry. A detailed agenda for that conference will be announced later and will relate generally to the role of television in serving the needs and interests of the public.

Chairman Coy did not participate. Comr. Jones voted for the renewal of licenses but dissented from the decision to call a public conference.

AM FUTURE BRIGHT

Venard Tells SCBA

"THE FUTURE of AM radio is greater than its brilliant and sensational past," Lloyd Venard, vice president, O. L. Taylor Co., declared Jan. 26 in a talk to the South Carolina Broadcasters Assn., meeting in Columbia, S. C.

Those who today want radio "to play dead and surrender in meek humility to television" are just as mistaken as the prophets of 25 years ago who predicted that the broadcasting of news would put all the newspapers out of business, Mr. Venard stated. Noting that in 1950 newspaper publishers sold "more copies of newspapers to more individuals in more homes at a higher price per copy than in any former year," he pointed out that newspapers in TV markets have added more than a million daily circulation in the three years of TV's greatest growth.

Mr. Venard

"In the past five years, which include the three lush years for TV, more radio stations have been built than in the quarter-century preceding—and 54 million radio receiving sets have been bought," Mr. Venard said. "Yet the fearful—and the selfishly intentioned—talk about reducing radio rates.

"Does the hosiery industry reduce prices because they are selling out their product? Does the cotton industry reduce when the demand exceeds the supply? Certainly not — yet there are those who tell you in the world's greatest advertising medium to cut prices because business is so bad—so bad that the entire industry showed an increase of more than 5% in 1950."

Mr. Venard commanded the South Carolina broadcasters to tell their prospects that "there are now 42 million radio homes in the United States, half of which have two sets and a third with three sets or more.

"Dramatize this to those who doubt radio: The cost to the consumer for new radio sets, replacements, repairs and operation is more than three-quarters of a billion dollars a year. That's what the consumer spent just to hear your programs. That's one-half of the electrical bill for all the bulbs, street lamps, signs and the operation of all of those in the country.

"And also tell your prospects and business friends so they can share your enthusiasm that the most expensive radio talent is not Bob Hope's thousand dollars a minute. He's inexpensive compared to the $5,000 soap companies spend for writing, producing and talent for a minute spot. That's a talent cost of $300,000 an hour. When a smart national advertiser finds it pays to spend $800 a second for talent alone, AM radio must not be doubted.

Cites Newspapers

"Now here's another dramatic fact that shows radio's great future. Daily newspapers which today are making more money than they dreamed of 25 years ago when their doom was pronounced, with circulations that dwarf the press runs 25 years ago, have a total daily circulation in the United States of about 52 million. On Sunday they hit 45 million.

"Radio receiver sets, while newspaper circulation has grown and while newspaper advertising rates have doubled, have grown in number until they now total at least 83 million. There are more people listening to more radios in more homes than ever before—and the out-of-home audience is enormous. The 83 million sets are about 60% more potential circulation than ALL dailies combined. Radio is the greatest mass medium available—and it's still growing."

Batson's Views

Echoing Mr. Venard's sentiments, Charles Batson, director of NAB's TV department, told the South Carolina broadcasters "the prophets of doom who predicted death for radio upon the advent of television have not brought forth evidence."

In an election of new officers for SCBA, Melvin Purvis, general manager of WOLS Florence, was named president. Others elected were C. Wallace Martin, manager of WMSC Columbia, vice president; T. Doug Youngblood, manager of WFIG Sumter, secretary-treasurer, and Dan Crosland, retiring president and manager of WCRS Greenwood, and Frank Best, WRNO Orangeburg, to the board of directors.

Governor James F. Byrnes visited the meeting. He was escorted from the State House by Walter Brown, WORD Spartanburg; G. Richard Shafto, WIS Columbia; Moody McElveen, WNOK Columbia; James Hicks, WCOS Columbia, and Mr. Martin.

ALL ACROSS the nation stations pitched in to put March of Dimes campaigns in their communities over the top. LEFT PHOTO: Participating in WKDN Camden-WFIL Philadelphia drive (l to r): Bob Horn, WFIL disc jockey; Jerry Williams, WKDN program director; Harry Smith, WKDN announcer; George Walsh, WFIL sportscaster, and models who helped in the collections. SECOND PHOTO: At KCNA Tucson, Program Director William Rider (l) and Pete Grose, junior disc jockey, map plans for a 16-hour MOD broadcast. THIRD PHOTO: WLIB New York collection box gets a donation as Larry McKenzie (l), 1951 MOD poster boy, drops in contribution to General Manager Harry Novik. RIGHT PHOTO: "Dimes Square" in Topeka, Kan., is co-sponsored by WIBW Topeka and the *Topeka Daily Capital*. Studio Manager Art Holbrook (l) interviews Stacy Carkhuff, drive chairman.

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MARCH OF DIMES DRIVE

Radio-TV Spur Fund Raising

BASIL O'CONNOR, president, National Foundation for Infantile Paralysis, last week gave unstinted praise to the fields of radio and television for their support to the March of Dimes campaign.

In a statement to BROADCASTING • TELECASTING, Mr. O'Connor said: "As never before, radio and television have aided the March of Dimes in this crisis.

"They and the press have always brought our message to the American public which have again responded generously to their eloquent plea."

This tribute was echoing throughout the country last week as government officials and civic leaders praised the media for their enthusiastic cooperation.

With practically all commercial programs presenting at least one "plug" for the March of Dimes campaign, the four radio networks contributed a total of 141 spots and the four TV networks, a total of 95 for the polio drive.

NBC aired 35 spots via radio and 18 spots via TV for the campaign. ABC contributed 35 spots over its radio network and 20 spots over the ABC-TV network.

Special programming done by ABC included: Concentrated broadcast appeal by Nancy Craig on her daily program, and a guest appearance by Eddie Cantor on the *Betty Crocker Magazine of the Air*, on behalf of the campaign.

MBS scheduled 35 spots from Jan. 12 to 30 on its sustaining and co-op programs, and featured a special *Cavalcade of Bands* broadcast, Jan. 23, 10:30 p.m.-12:55 a.m., in which bands throughout the country contributed time to the March of Dimes drive.

CBS Schedules 43 Announcements

CBS presented 36 spots on its sustaining radio programs and 7 spots on its TV schedule, for the campaign. Network opened its campaign with a special broadcast, Jan. 14, 10:45-11 p.m., by Mr. O'Connor, from Wytheville, Va., city hardest struck by the polio epidemic of 1950. Time was donated by Longines-Wittnauer Watch Co., from the last half of its regularly scheduled *Choraliers* program. In addition, the 10th annual presentation of the "Little Lame Prince," was dedicated to the campaign, by CBS on its *Let's Pretend* program, Jan. 27, 11:05-11:30 a.m.

On Jan. 20 "Latest Treatments for Infantile Paralysis" were described by Dr. C. C. Dauer, medical advisor of the National Office of Vital Statistics, and Dr. Kenneth Landauer, director of medical case services, National Foundation for Infantile Paralysis, on *Adventures in Science*, 3:15-3:30 p.m. Finally, CBS presented a special half-hour drama, based on Wytheville, *Quiet Town*, Jan. 25, 10:30-11 p.m., featuring Dorothy Maguire.

DuMont TV network devoted over 50 spots to the March of Dimes campaign, and on the Dennis James *Okay Mother* program, presented Lydia Clark, daughter of one of DuMont's former employes who was a polio victim, in an appeal for the campaign.

In the nation's stations, special programs, imaginative promotions and catchy gimmicks all were funneled into a common purpose, to raise funds for the fight against polio.

Among the special promotions reported to BROADCASTING • TELECASTING were the following:

KPRC-TV Houston carried a 7½-hour telecast Jan. 27 which raised more than $20,000 on behalf of the March of Dimes campaign. Some 2,100 televiewers phoned in pledges in response to the efforts of 41 acts and 12 emcees—a total of more than 250 performers.

In addition, merchants donated prizes which were auctioned off for contributions. Before the show got underway, KPRC-TV staff members, who donated their services, started the ball rolling by contributing $106.

In Ithaca, N. Y., some 60 polio paralytics, from 5 to 43 years, "took over" Cornell U.'s station WHCU Jan. 26 and spent the day giving a living report on the use and effectiveness of public contributions to the campaign.

Coming to the station in ambulance relays, the inflicted assumed the duties of announcers, disc jockeys, news and sportscasters. No direct appeals for contributions were made.

Special Italian Feature on WOV

WOV New York, which broadcasts 10 hours daily in Italian, produced a special quarter-hour Italian feature. Transcribed, the program was distributed for scheduling on Italian language stations across the country.

WKBW Buffalo gave willing support to the city's "Mothers March on Polio."

WVET Rochester pushed a gim-

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LEFT PHOTO: In the Nation's Capital, Mrs. Robert Averill, polio victim, is interviewed by Charlie Bright (with mike) of WOL and William Warsaw, owner of Lacy's Inc., who presented Mrs. Averill with a TV set. SECOND PHOTO: Wall of Studio B at KRON-TV San Francisco is covered with names of March of Dimes donors. THIRD PHOTO: Disc Jockey Bill Jones (r), of KLZ Denver, is cited by March of Dimes officials for his work in the local drive. L to r: Ned Laskey, Denver MOD committee; Roy Erickson, Colorado chairman, MOD; Beverly Jones, daughter of Disc Jockey Jones; Bill Prescott, Denver Ball-Davidson Adv. Agency; Mr. Jones. RIGHT PHOTO: Gene Perkins, announcer-special events man at KIDO Boise, Ida., interviews iron lung patient Bill Hopple as part of the station's fund drive.

PBS CLOSES

'Fifth Network' Suspends Operations

A NEW NAME was added to the list of fifth network fatalities last Wednesday at 7 p.m. when Progressive Broadcasting System suspended operation, two months and five days after its opening Nov. 26.

Announcement that PBS was concluding operations concurrent with the end of January was made public by Larry Finley, president and general manager; Jack L. Rau, secretary and general counsel, and Bernard Fleisher, board member and reportedly chief financial backer of the network, at 5 p.m., only a few minutes after the PBS affiliated stations and the network's employes received the news.

Short and to the point, the announcement read:

Progressive Broadcasting System announced today that it will suspend broadcasting activities Wednesday, Jan. 31, at 7 p.m. It is understood that arrangements have been made with Liberty Broadcasting System to offer programming service to the present PBS affiliates."

Gordon McLendon, president of Liberty Broadcasting System, in a statement issued Wednesday, expressed "delight" at "the prospect of being able to add approximately 30 more stations to the present 247 LBS affiliates throughout the country."

Mr. McLendon emphasized that "there has not been and will not be a merger between Liberty Broadcasting System and any other network. LBS is a network by itself and does not need to effect a merger." He added that Mr. Finely "approached me today and told me he found it impossible to continue the operation of his network and desired to have his stations continue to receive service. LBS has therefore agreed to furnish service to Mr. Finley's stations who do not interfere with our present coverage."

Keep Lines Intact

In addition, Liberty arranged with the telephone company to keep the PBS lines intact through Thursday (Feb. 1) and to send Liberty programs to the whole PBS list during that day, giving those stations extra time to decide whether they wanted to make permanent affiliations with LBS or to make other arrangements for program service.

Liberty had just announced voting of a million dollar-plus appropriation for bolstering the LBS program schedule in "the normal course of expansion." A series of new shows and name stars who are joining the network will be announced shortly.

Mr. Finley, upon his arrival in Hollywood from New York Thursday, denied the network had folded. He said operations are "temporarily suspended" until additional finances can be raised.

Unavailable for a direct statement, Mr. Finley, through his public relations director, Charlotte Rogers, informed BROADCASTING • TELECASTING he was "in a meeting with bankers and financial interests in an effort to revive and revitalize PBS operations."

She quoted him as saying that practically all PBS affiliates have assured Mr. Finley of their willingness to stand by and cooperate further.

PBS was organized by Mr. Finley, formerly engaged in the package program business on the Pacific Coast, to function primarily as a program service for stations not affiliated with other national networks. Programs, recorded in Hollywood and utilizing name motion picture talent, were furnished on a 7 a.m. to 7 p. m. daily schedule seven days a week to PBS affiliate stations, which paid monthly sustaining fees for the service, plus an extra charge for sponsoring programs. Unlike other networks, PBS maintained no national sales force and made no sales to national advertisers.

The PBS programs were transmitted to stations by AT & T lines divided into three regional networks—an East Coast hookup with programs originating at WNJR Newark; a Midwest hookup with WCFL Chicago as the originating point, and a Pacific Coast network fed from KGFJ Los Angeles. Aside from news programs originated live at each key station, and from an occasional special event, the PBS programs were recorded in Hollywood and flown from there to New York and Chicago for broadcast.

Number of Affiliates

PBS officials never divulged a full list of affiliates, but the network reportedly had about 60 stations at the time of its inception and about 80 at its demise last week, with perhaps 100 more in negotiation for affiliation. Many of the latter group were not added to the network because their locations are such that the line costs of sending programs to them would have been prohibitive, it was stated. The network's interconnection costs had been running at the rate

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FCC TO TESTIFY

House Unit Hears Agencies

IN AN UNUSUAL move, the House Interstate & Foreign Commerce Committee last week announced it would hold executive sessions to hear the chiefs of key government agencies over which it has legislative interest.

The committee program includes the hearing of the FCC Chairman. Purpose of the hearings is to permit agency heads to testify, behind closed doors, "on any important emergency legislation affecting that agency, which the agency feels should have prompt consideration by the [full] committee."

Only major communications legislation which the committee could be immediately concerned with is the McFarland Bill, due for Senate passage in the foreseeable future. The signals control bill, empowering the President to take over radio and TV facilities, is under the House Armed Services Committee jurisdiction in the lower chamber.

Administrator Oscar R. Ewing of the Federal Security Agency was scheduled to appear last Friday. As yet, it had not been decided when the FCC Chairman would be called as Chairman Coy is vacationing in Arizona and not expected to return to Washington until early March.

There is a possibility that Acting Chairman of the FCC Paul A. Walker will be called to testify, if the committee decides it will not be able to hear Chairman Coy, the spokesman said. Also scheduled for hearing is Chairman James M. Mead of the Federal Trade Commission.

McFARLAND BILL SNAG

Senate Delays

By DAVE BERLYN

THE McFARLAND BILL to reorganize FCC along procedural lines struck an unexpected snag when it came up on a call of the Senate consent calendar last Monday. But observers felt the halt would merely be temporary.

That the bill's final acceptance by Congress is being enhanced was indicated by Senate Majority Leader Ernest W. McFarland (D-Ariz.), the bill's author, who told the Senate that FCC Chairman Wayne Coy "is very anxious that the bill be passed at an early date." In the past, the FCC has expressed strong opposition to certain sections of the bill.

However, sentiment expressed on the Senate floor foreshadows a possible party fight on the signal controls bill, if and when that measure finally clears the Senate Interstate & Foreign Commerce Committee (see story, page 93).

The new McFarland measure (S 658) was quickly reported by the Senate Commerce Committee Jan. 24 [BROADCASTING • TELECASTING, Jan. 29]. Sen. William Langer (R-N. D.), a member of the committee, asked that the bill be put over for another week at the request of Senate GOP leader Robert A. Taft (R-Ohio). Another Republican, Sen. Francis Case of South Dakota, supported his fellow Dakotan.

It was learned that Sen. Taft felt the bill was "far reaching" to which Sen. Case agreed. The South Dakotan, expressing need for time to study the bill's contents because of its comprehensive character, pointed to two sections, one of which, he said, relates to the granting of "emergency" authority to FCC, the other, "providing for more complete compliance with certain treaties."

Sen. Case said: "As I understand, the North American [Regional] Broadcasting Agreement will shortly come before the Senate for consideration. In view of that fact, it seems to me that those of us who are not familiar with the contents of this bill should have a little opportunity to study it."

Urges Early Action

Sen. McFarland retorted that while he had no objection to "any Senator having an opportunity to study the bill," he felt "it most important that the bill be acted upon at an early date if it cannot be passed on the call of the calendar." He reminded his colleagues that the bill had been passed twice by the upper chamber in preceding years on calendar call.

Sen. McFarland continued:

The bill has almost the unanimous approval of the industry. There has been a great deal of criticism of the procedure of the FCC. The bill is as nearly non-controversial as any bill on the subject that could be written.

It is the result of long study by the Interstate & Foreign Commerce committees of both Houses, and consideration of the reports of the House committee. I am hopeful that the bill may be passed at an early date. The House has not yet seen fit to act upon it.

The bill contains certain provisions in regard to the monitoring features. The Chairman of the FCC is very anxious that the bill be passed at an early date. If there are any differences, I think they can be ironed out in conference. I want every Senator to have an opportunity to study the bill, but I feel that we should pass it at a very early date, so that the House may have an opportunity to consider it.

The portion of the McFarland Bill alluded to by Sen. Case is that which would amend Sec. 308 of the Communications Act of 1934, specifically the provision which reads:

. . . during the continuance of any war in which the United States is engaged and when such action is necessary for the national defense or security or otherwise in furtherance of the war effort, the Commission may grant and issue authority to construct or operate apparatus for the transmission of energy or communications or signals by radio during the emergency so found by the Commission or during the continuance of any such war, in such manner and upon such terms and conditions as the Commission shall by regulation prescribe, and without the

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New NAB

(Continued from page 19)

board when the radio membership class was discussed, centering around the plan to make networks eligible for active membership. TV networks, being automatically eligible to membership in the TV branch of NAB, are entitled to four directors on the new 13-man TV board. TV-only stations will have their share of directors, depending on the number of such members, and in any case no fewer than two directors.

Special conventions for meetings of the association can be called if a fifth of the active members request, and special radio or TV conventions can be called by a fifth of their members. A quorum now is 10% of the active members instead of 20%.

Election Procedure

Radio directors will be elected to the board by ballot as before, except there are no longer any TV directors-at-large. Detailed procedure is specified for radio balloting. TV directors, however, are to be elected from the floor at conventions (except for network directors). A plan was set up to provide that TV directors elected at the April convention will serve until the 1952 convention, at which time five two-year and four one-year directors will be elected, and in 1953 a staggered two-year plan will prevail. The two consecutive term limit on directors is retained except in the case of network TV directors. No mention is made in the by-laws of network membership on the radio board despite the fact that networks now can become active radio members. Aside from the deletion of TV directors-at-large, there are no basic changes in the make-up of the radio board structure.

TV directors put up a stiff battle to retain within the TV board the right to name committees. They lost the fight, however.

Spade work on the long job of rewriting the by-laws was done prior to the board meeting by Frank U. Fletcher, WARL Arlington, Va., chairman of the board's by - laws committee. From this basic revision other task groups and the board adapted the language to cover their own recommendations.

The series of meetings started Friday, Jan. 26, when the NAB-TV Steering Committee formed at the Chicago TV station meeting was called to order in Miami. The committee met into the night Friday and continued discussions Saturday and Sunday aboard the yacht *Verlaine*, owned by George B. Storer, president of the Fort Industry Co. stations.

Taking the premise that the Chicago meeting represented the trade association desires of TV stations, the committee flew last Monday to Belleair on the Florida West Coast where joint meetings were held with the NAB board finance and by-laws committees.

One of the toughest jobs was to rewrite NAB's by-laws to accommodate TV, incorporating the wishes of TV stations, protecting the rights of AM members and then making the by-laws flexible enough to permit quick amending if the need arises.

All day Monday and far into the night, and again Tuesday, the committees met singly and in combinations to work out the complicated details. After breakfast meetings Wednesday morning, the preparatory work was complete and a finished package was ready as the board convened a few minutes later.

Judge Miller was elected to the NAB presidency in the summer of 1945, taking office the following Oct. 1. He entered the NAB post after a successful career as lawyer, educator and jurist. At the time of his election, he was associate justice of the U. S. Court of Appeals for the District of Columbia. Prior to his judgeship he had been dean of the U. of Southern California and Duke U. law schools.

He has served on many crime commissions and has been active in juvenile and socialogical groups. While NAB president he has been a member of the President's Advisory Commission on Information as well as member of UNESCO. He is 62 years old.

NAB had been served by an interim president in 1944-45, J. Harold Ryan, vice president and treasurer of The Fort Industry Co., during the search for a new executive to head the association. Immediately after a presidential

NAB met with members of new NAB television board at Belleair, Fla., last week. Front row (l to r): Harry R. Spence, KXRO Aberdeen, Wash.; Glenn Shaw, KLX Oakland; Harold Essex, WSJS Winston-Salem, N. C.; C. E. Arney Jr., NAB secretary-treasurer; Judge Justin Miller, NAB president; Chris J. Witting, DuMont network; Robert D. Swezey, WDSU-TV New Orleans; Frank M. Russell, NBC.

Second Row: Paul W. Morency, WTIC Hartford; Charles C. Caley, WMBD Peoria, Ill.; John F. Meagher, KYSM Mankato, Minn.; Allen M. Woodall, WDAK Columbus, Ga.; William B. Ryan, NAB general manager; William C. Grove, KFBC Cheyenne, Wyo.; A. D. Willard Jr., WGAC Augusta, Ga.; George D. Coleman, WGBI Scranton, Pa.; Frank U. Fletcher, WARL Arlington, Va.; Jack Todd, KAKE Wichita.

Back Row: James D. Shouse, WLW Cincinnati; Gilmore N. Nunn, WLAP Lexington, Ky.; Harold Wheelehan, WSMB New Orleans; Patt McDonald, WHHM Memphis; Ben Strouse, WWDC Washington; William B. Quarton, WMT Cedar Rapids, Iowa; W. D. Rogers Jr., KEYL (TV) San Antonio; Eugene S. Thomas, WOR-TV New York; Edgar Kobak, WTWA Thomson, Ga.; William A. Fay, WHAM Rochester.

Stormbound and not present at time photo was taken were Clyde W. Rembert, KRLD Dallas; John H. DeWitt Jr., WSM Nashville; Calvin J. Smith, KFAC Los Angeles; John Esau, KTUL Tulsa.

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NAB Gives Way to New Order . . . NARTB In? . . . *AN EDITORIAL*

IT WAS more than a change in name that was decreed at Belleair, Fla., last week. It was a stem-to-stern reorganization designed to impart to the broadcast arts a trade organization blueprinted and manned to handle the arduous all-front responsibilities of a billion-dollar business.

The NAB will be no more—after 30 tortuous years as the landmark and trademark of organized American radio. It is destined to pass into the limbo of alphabetical oblivion, a victim of the miraculous advances of the broadcast media. In its place—if the nation's broadcasters and telecasters so decree—will be the National Assn. of Radio and Television Broadcasters, in short, NARTB. That is the almost unpronounceable mouthful recommended to the membership by the radio and television boards of the trade association. To us, National Assn. of Broadcasters and Telecasters (NABT) is preferable.

President Justin Miller, who served the NAB for nearly six years with excellent, good or indifferent success (one of his best performances was on the FCC educational TV issue a fortnight ago), will become the chairman of the combined boards. He will assume the role of elder statesman and leave the way open for younger men to handle the day-to-day operational requirements of the inexorably expanding mass broadcast arts, already in the forefront of American private enterprise. He departs the NAB presidency gracefully and with the thanks and good wishes of all. His has been a task touching all hues of the radio spectrum —most of the time a thankless one.

The reorganization plan, entailing wholesale revision of the by-laws to accommodate the new TV operations, was adopted in an atmosphere of almost unprecedented harmony. It now goes to the membership for referendum vote.

The selection of a new president-manager is delegated to a fully autonomous board committee of eight, selected after laborious and sometimes sanguine discussion. An original committee of five was expanded to eight to give TV and FM, as well as large stations, appropriate representation. The proposal for the bigger committee came from the original five-man committee itself, dispelling a threatened impasse.

The task remaining is the selection of a president-general manager of scope, experience and vision. He must perform the combined duties heretofore assigned to President Miller and William B. Ryan, who departed the general managership Feb. 1 to become president of the Broadcast Advertising Bureau, which will work the busines side of the radio street.

Thus, the order changeth. Whether it's that tough mouthful—the NARTB—or a more euphonious and meaningful name, the structural foundation is solid. The big job now is the selection of a formidable leader. That man can be found on today's radio rolls.

committee had selected Judge Miller and the board had elected him to the post, he embarked on a series of primary studies covering free speech and the rights of private enterprise. He has produced a group of outstanding works and speeches that have had a pronounced influence in government and private and industry circles.

Working with Mr. Fletcher on the board by-laws committee were A. D. Willard Jr., WGAC Augusta, Ga., and Harold Essex, WSJS Winston-Salem, N. C.

The finance committee is headed by John F. Meagher, KYSM Mankato, Minn. Other members are Messrs. Strouse, Swezey, Fay and Quarton.

On the TV steering committee besides Mr. Storer were Eugene S. Thomas, WOR-TV New York and Mr. Swezey.

All but two board members were able to reach Belleair for the meeting despite widespread storms. Not present were Clyde Rembert, KRLD Dallas, and John H. DeWitt Jr., WSM Nashville.

THE BIG BAB

Enthusiasm Marks Board Meet

"A MILLION for a billion."

That theme will spark the new and much larger Broadcast Advertising Bureau Inc. as it embarks on the biggest sales promotion project in radio history.

It marks the thinking and planning of this ex-NAB project that is now running its own show, and running it in a big way. And it typifies the enthusiasm of the five-man BAB board of directors, soon to become a representative body serving stations, networks, representatives, transcription and program producers, manufacturers and related segments of the aural radio profession.

Plans to shove off with the big BAB that has been promised for many months were discussed Wednesday night at Belleair, Fla., by the present five-man BAB board headed by Robert D. Swezey, WDSU New Orleans. Others on the present organization board are Edgar Kobak, WTWA Thomson, Ga.; Allen M. Woodall, WDAK Columbus, Ga.; William B. Quarton, WMT Cedar Rapids, Iowa, and Charles C. Caley, WMBD Peoria, Ill.

One of the BAB board's immediate jobs is to expand into a 20 or perhaps 25-man directorate. Contacts are being made with executives in all segments of radio to recruit new directors. As now conceived, radio stations will have board control, or a majority of the membership, no matter how many directors are elected.

Division of Directors

There will be two directors for each related radio group—that is, two from station representatives, two from manufacturers, etc. The completed board is slated to meet March 1 in New York. It is planned to have top executives—owners or general managers—on the BAB board.

Already tentative agreements to take part in the expanded BAB have been received from NBC, CBS and ABC. A percentage basis for dues will be worked out.

William B. Ryan stepped into BAB as president Feb. 1 after less than a year as NAB general manager. The BAB board "drafted" Mr. Ryan in January and NAB President Justin Miller granted him a "leave of absence" [BROADCASTING • TELECASTING, Jan. 8].

BAB's board told Mr. Ryan in plain words they were not fooling when they talked in terms of a million-dollar annual budget for radio sales promotion. They conceded, however, that it may be only $300,000 or so the first few months but after the project gets rolling they expect a big-time operation that will be more than a match for the promotion projects maintained by competing media.

Mr. Ryan himself is thinking strictly in million-dollar terms. He and the BAB board agree it will take this much money to develop AM radio to proper proportions.

A single large account could pay the BAB bill for a year, they point out. If one major advertiser increased his radio appropriation some of the other large accounts are likely to follow, and vice versa, it was added.

The BAB board and Mr. Ryan talked over the staffing of BAB headquarters in New York and projected offices in Chicago and Los Angeles. Many names have been mentioned for high BAB posts, some of them quite prominent, but BAB is not ready to divulge its staff plans at this stage.

NAB BOARD POSTS

Candidates Announced

THREE directors have been nominated without opposition for posts on NAB board starting with the convention in April. Ballots for five district posts and four at-large directorates will be mailed Feb. 5 from NAB headquarters, returnable Feb. 20.

Elected automatically because they have no opposition are Thad Holt, WAPI Birmingham, District 5 succeeding Allen Woodall, WDAK Columbus, Ga.; H. W. Linder, KWLM Willmar, Minn., District 11, succeeding John F. Meagher, KYSM Mankato, Minn.; Glenn Shaw, KLX Oakland, Calif., District 15, re-elected.

H Quenton Cox, KGW Portland, Ore., was elected last August as District 17 director, succeeding Harry R. Spence, KXRO Aberdeen, Wash.

Retiring Members

Retiring NAB board members were feted Thursday evening at a reception held at Belleair, Fla., during the directors' meeting (board story page 19). Retiring from the board in April will be George D. Coleman, WGBI Scranton, Pa., Mr. Woodall; Gillmore N. Nunn, WLAP Lexington, Ky.; Charles C. Caley, WMBD Peoria, Ill.; Mr. Meagher; Clyde W. Rembert, KRLD Dallas; Messrs. Shaw and Spence.

Nominees in current balloting include these directors: Paul W. Morency, WTIC Hartford; John H. DeWitt Jr., WSM Nashville; John Esau, KTUL Tulsa; Edgar Kobak, WTWA Thompson, Ga.; Ben Strouse, WWDC-FM Washington.

Special election is to be held to elect a successor to George J. Higgins, WISH Indianapolis, District 8 director, because of his transfer to KMBC Kansas City.

Robert D. Swezey, WDSU-TV New Orleans, and Eugene S. Thomas, WOR-TV New York, TV directors-at-large, stay on the board as TV members under the new reorganization.

Election contests to be voted on by the membership (odd-numbered districts and one each in director-at-large classifications) follows:

District 1: Craig Lawrence, WCOP Boston; Paul W. Morency, WTIC Hartford.

District 3: Victor C. Diehm, WAZL Hazleton, Pa.; Leonard Kapner, WCAE Pittsburgh, Pa.

District 7: Robert T. Mason, WMRN Marion, Ohio; John F. Patt, WGAR Cleveland, Ohio.

District 9: Ben A. Laird, WDUZ Green Bay, Wis.; J. R. Livesay, WLBH Mattoon, Ill.; Merrill Lindsay, WSOY Decatur, Ill.

District 13: Kenyon Brown, KWFT Wichita Falls, Tex.; Fred Nahas, KXYZ Houston, Tex.

Large Stations: John H. DeWitt Jr., WSM Nashville; E. K. Hartenbower, KCMO Kansas City, Mo.

Medium Stations: Rex Howell, KFXJ Grand Junction, Col.; Herbert R. Ohrt, KGLO Mason City, Iowa; Walter E. Wagstaff, KIDO Boise, Ida.; Hugh B. Terry, KLZ Denver, Col.; William E. Ware, KSTL St. Louis, Mo.; Richard O. Lewis, KTAR Phoenix, Ariz.; John Esau, KTUL Tulsa, Okla.; J. Frank Jarman, WDNC Durham, N. C.; Earl W. Winger, WDOD Chattanooga, Tenn.; Gunner O. Wiig, WHEC Rochester, N. Y.; Roy Dabadie, WJBO Baton Rouge, La.; Philip P. Allen, WLVA Lynchburg, Va.; J. W. Woodruff, WRBL Columbus, Ga.; O. M. Schloss, WWSW Pittsburgh, Pa.

Small Stations: Frank C. McIntyre, KLIX Twin Falls, Ida.; Al G. Meyer, KMYR Denver, Col.; Lee Bishop, KORE Eugene, Ore.; Gene Trace, WBBW Youngstown, Ohio; F. E. Lackey, WHOP Hopkinsville, Ky.; Harry McTigue, WINN Louisville, Ky.; A. E. Spokes, WJOY Burlington, Vt.; Simon Goldman, WJTN Jamestown, N. Y.; John W. Shultz, WMVA Martinsville, Va.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Edgar Kobak, WTWA Thomson, Ga.

FM Stations: Edward Breen, KFMY Fort Dodge, Iowa; C. L. Thomas, KXOK-FM St. Louis, Mo., Everett L. Dillard, WASH Washington, D. C.; R. Sanford Guyer, WBTM-FM Danville, Va.; Edward A. Wheeler, WEAW Evanston, Ill.; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Owen F. Uridge, WQAM-FM Miami, Fla.; Ben Strouse, WWDC-FM Washington, D. C.

Resolution Electing Judge Miller Chairman

TEXT of resolution adopted by the NAB board in electing President Justin Miller as chairman of board:

Whereas the NAB has agreed to expand its operations in the visual and aural media of mass electronic communications, and:

Whereas such expansion contemplates that broader and more demanding responsibilities will reside in the executive offices of the proposed new National Assn. of Radio and Television Broadcasters, which nominally supplants the NAB, and;

Whereas the incumbent president of the association, the Hon. Justin Miller, recognizing the additional demands upon the executive management of this enlarged organization, has requested that he be relieved of certain administrative functions in order that he may devote full time to the public service aspects of the association's leadership for which he was originally retained by the nation's broadcasters,

Be it resolved that there is hereby recommended to be created the position of chairman of the board of directors of the association and that said Judge Justin Miller be retained in that position, as is his wish, thus vacating the presidency of the new association with its attendant administrative obligations; that this resolution shall become effective when the necessary amendments of the charter and by-laws have been approved by the membership of the association and when a new contract has been negotiated between the association and Judge Miller.

And, be it further resolved that the board recognize, by unanimous acknowledgment, the service beyond the demands of his contract that Judge Miller has rendered in management of the association's affairs during the last five years; and applauds particularly the courage, foresight and intelligent leadership he has demonstrated in creating within the professional ranks of our society a sense of responsibility to the free institution we represent and in inspiring among all of us a determination to resist any incursion of that freedom: and be it further resolved in accepting Judge Miller's decision to become the chairman of the board of our new and enlarged organization, that we as broadcasters pay full tribute to him for the strength of purpose and determination he has displayed in the past, asserting again our confidence in his leadership for the future.

IN REVIEW...

Program Facts

Captain Video, on 23 DuMont Television Network stations, Mon.-Fri., 7-7:30 p.m.
Sponsors: Walter J. Johnson Candy Co., Chicago (Powerhouse candy bars) on Thursday; cooperatively sponsored other days.
Agency: For Powerhouse, Franklin Bruck.
Prod. Cost: Approx. $2,400 per program.
Cast: Al Hodge, Don Hastings, Hal Conklin, Jack Orrison, Tom McDermott, Nat Polen, Walter Black, Christopher Kane, Raoul De Leon.
Creater: James L. Caddigen. Writer: M. C. Brock.
Producer: Charles Parsons.
Director: David Lowe.
Announcer: Fred Scott. Commercial Announcer: Carl King.

THIS reviewer, at the urging of a certain six-year-old, recently strayed into the dumbfounding world of *Captain Video*, where skullduggery flourishes beyond the wildest dreams of Al Capone and certainly beyond the comprehension of any rational adult.

★

Let's see. Purdo, who has a runaway moustache, oriental eyebrows, and a pointed nose and is, as everyone knows, a bum, was mixing a pan full of primeval ooze —the original stuff—which nourishes concentrations of the bacteria skilla Three teaspoons of this germ-infested goo will sicken everyone on the planet Mars. Purdo lives on the planet Tantalla and has aspirations to conquer everything. As he put it the other night: "The universe is mine."

Pretty soon Seta, who is a big wheel on Mars, rang up Permes Lykos, who is boss of the firmament council and also of the planet Metispheros, on the interplanetary inter-com and said he was feeling a little groggy. Purdo's ooze had already been planted on Mars by Purdo's faithful hatchetman, Etak. Mars is just the beginning, as far as Purdo is concerned.

Meanwhile, back in his mountaintop laboratory on earth, Captain Video and his adolescent sidekick, the Video Ranger, sought divertissement. The Ranger switched the scanner on the remote carrier beam —one of the simpler mechanisms in the laboratory—and this transported both of them into the middle of a western movie. Nothing like relaxing with a horse opera after a day of cleaning up the universe.

Unhappily, however, Captain Video was summoned by a call from Permes Lykos, who invited him to come out to Metispheros to meet Seta, the sick emissary from Mars. Oh, meanwhile, Dr. Pauli, an earth-creature, but the meanest villain of all space, had been fortunately trapped in the inertia circle, where the planet Metispheros keeps miscreants in a state of paralysis.

Captain Video and the Ranger were about to embark for Metispheros, by what means of transportation, God knows, when this reviewer embarked for the kitchen and a steadying Martini.

This program is alleged to have a large and loyal audience. Who knows what goes on in the mind of a child?

JACK BENNY'S second television appearance is to be remembered for establishing a record—a sustained kiss involving Frank Sinatra and Faye Emerson and lasting two minutes and ten seconds.

Aside from providing a minor statistic for television historians, the program probably will not be remembered at all.

Familiar Role

The kiss came about after Mr. Benny, acting a familiar role, failed to convince Miss Emerson that he ought to play a romantic lead opposite her in a future motion picture. Mr. Sinatra selflessly volunteered to instruct him in the art of causing a girl to swoon.

Midway in the kiss Miss Emerson's arm fell limply to her side and swung there listlessly.

Mr. Benny's practiced eye was caught by a handsome ring she was wearing, and the curtains closed as he screwed a jeweler's glass into his eye, the better to assess the bauble's value. This was a piece of visual comedy—the only incident in the show that indicated Mr. Benny's writers were toiling for television instead of radio.

The middle commercial was a departure from the "Be Happy, Go Lucky" theme that the cigarette firm has been using. Messrs. Benny and Sinatra stood blindfolded while a number of girls wearing bathing suits and carrying packs of Lucky Strikes swished

(Continued on page 87)

Program Facts

Jack Benny Show, on 57 CBS-TV stations, Sunday, Jan. 28, 7:30-8 p.m.
Sponsor: American Tobacco Co. (Lucky Strike cigarettes).
Agency: BBDO.
Cast: Jack Benny, Frank Sinatra, Faye Emerson, Don Wilson, Eddie (Rochester) Anderson, Frank Fontaine.
Writers: Sam Perrin, Milt Josefberg, George Balzer, John Tackaberry.
Producer: Hilliard Marks.
Director: Dick Linkroum.
Sets by: Ken MacClelland.
Music Director: Mahlon Merrick.

Program Facts

Mr. and Mrs. Blandings, on 56 NBC stations, Sunday, 5:30-6 p.m.
Sponsor: Trans-World Airlines.
Agency: BBDO.
Production Cost: Approx. $6,500 a week.
Cast: Cary Grant, Betsy Drake, Gale Gordon.
Producer: Don W. Sharpe.
Director: Nat Wolff.
Writers: Nat Wolff, Walter Brown Newman, Millard Kaufman and the team of Lawrence & Lee.
NBC Producer: Archie Scott.
NBC Director: Robert Packham.
Announcer: Wendell Niles.

MR. AND MRS. Blandings, who moved into NBC a fortnight ago, are only a tolerable addition to the neighborhood—a couple too innocuous to make enemies, or, for that matter, many friends.

The new series is said to be derived from the successful novels by Eric Hodgins *(Mr. Blandings Builds His Dream House* and *Blandings Way)*, but its nearer ancestors seem to be the long-suffering husbands and dumb-but-lovable wives who probably reached the artistic peak for these stereotypes in Nick and Nora Charles of the early "Thin Man" films.

Mr. Blandings (Cary Grant) is a successful advertising man who is completing a country house against appalling odds, most of them put in his way unintentionally by his devoted but somewhat addled wife (Betsy Drake).

Triangle Theme

Another slight conflict in his life is his attorney (Gale Gordon) who courted Mrs. Blandings before her marriage and still makes arch references to the fact. This sort of thing, written with skill, might come off as agreeable comedy. Unfortunately, passing through a stable of five writers, it is trampled to a pulp.

Mr. Grant's performance is superior to the faltering script. Miss Drake and Mr. Gordon, however, are unable to rise above the handicap of the material they are handed.

TWA is using a singing commercial that is far more sprightly than the program. The Blandings will have to brighten up their personalities as well as their interior decoration before the neighbors begin beating a path to their new door.

IOWA PEOPLE APPROVE RADIO'S COMMUNITY WORK

Radio Regarded More Highly Than Any Other Influence Except Churches

In order to determine what Iowa people think of the job radio is doing in this State, the 1950 Iowa Radio Audience Survey* asked the following question of every adult in the 9,110 Iowa families surveyed:

> ***"As you know, the schools, the newspapers, the local government, each has a different job to do. Around HERE, would you say the SCHOOLS are doing an excellent, good, fair or poor job? How about the NEWSPAPERS? The RADIO STATIONS? The LOCAL GOVERNMENT? The CHURCHES?"***

Replies on each institution or medium were recorded before asking about the next one. Here are the results:

ADULT APPRAISAL OF SCHOOLS, NEWSPAPERS, RADIO, GOVERNMENT AND CHURCHES

(Figures are weighted percentages of all questioned in radio-equipped homes†)

WOMEN "In this area they are doing:"	SCHOOLS	NEWSPAPERS	RADIO	LOCAL GOVERNMENT	CHURCHES
An excellent job	11.4%	7.6%	13.2%	3.6%	23.2%
A good job	59.5	63.7	69.2	45.6	64.6
Only a fair job	12.3	19.1	13.2	22.0	6.9
A poor job	1.2	2.7	1.0	4.6	0.4
Don't know	15.6	6.9	3.4	24.2	4.9
	100.0%	100.0%	100.0%	100.0%	100.0%
MEN "In this area they are doing:"					
An excellent job	10.7%	7.3%	12.2%	3.8%	20.4%
A good job	60.1	65.6	70.9	51.5	66.7
Only a fair job	15.0	18.0	13.0	24.6	7.1
A poor job	1.3	4.1	1.5	7.5	0.8
Don't know	12.9	5.0	2.4	12.6	5.0
	100.0%	100.0%	100.0%	100.0%	100.0%

†Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

Notice that except for churches, Iowa men and women believe that *radio is doing the best job in their community.* When Iowa families think of radio, they think of WHO more often than any other station because WHO is "heard regularly" by 72.8% of Iowa's radio homes in the daytime — by 72.5% at night. Hence their wholehearted approval is a testimonial to WHO's outstanding programming . . . its awareness of civic responsibility . . . and its ability to furnish Iowa listeners with finest radio service.

Get all the facts about Iowa radio listening. Send for your free copy of the 1950 Iowa Radio Audience Survey, *today!*

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families — all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general and the Iowa market in particular.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

PRICE-WAGE PUZZLE

Radio-TV Study Impact

WHILE order and counter-order spilled out of defense agencies last week in attempts to spell out the new price-wage stabilization decrees, the radio and television industry found it hard put to judge the impact.

The general atmosphere resembled the early head-scratching of World War II days, although the government this time claimed it was promulgating rulings with the problems of that period in mind.

Radio-TV Implications

At least the following radio-TV implications of the numerous orders were assembled by BROADCASTING • TELECASTING at deadline:

● Contrary to widely circulated reports the new wage stabilization policy announced last week will probably affect AFM-network negotiations (see separate story).

● Radio and television station employes are definitely under the wage freeze now, and in the words of officials of the Wage Stabilization Board "we haven't discussed eliminating them from wage controls."

● Radio-TV time rates are specifically exempted from price control [BROADCASTING • TELECASTING, Jan. 22]. They come under the category which includes: Newspapers, press associations, rentals, professional services, books, magazines, motion pictures, periodicals, theatre enterprises, outdoor advertising, selling or underwriting insurance and public utilities.

A spokesman for WBS told BROADCASTING • TELECASTING that any AFM-network negotiated agreement would have to be submitted to the board for approval before becoming effective. He reminded that this function of the board has not yet been established and that it may be three weeks or more until it is working.

Unlike the United Mine Workers agreement, which was consummated before the Jan. 25 deadline set by WBS, the AFM contract expired Jan. 31 with national and local-level negotiating touched off last Thursday by an announcement by James C. Petrillo, AFM president.

It was further explained, however, that the retroactive date of any signed contract—Mr. Petrillo suggested Feb. 1—would become effective if the contract were approved by the wage board. If approval is delayed, this could well mean a tidy sum being paid to union members when any contract is finally okayed by the government.

The wage formula issued by WBS was designed to permit unions, which have been lagging behind, to get their fifth round of wage increases since World War II. It applies to all contracts which have an effective date before Feb. 9, provided the agreement is in writing or otherwise reached. It is also designed to affect arbitration awards made but not effective at the freeze date.

The Office of Price Stabilization, meanwhile, worked double-time to put forth its various orders on such matters as "mark-ups" and "ceilings" of prices. It was stated that radio and television repairmen's services are not exempted from the price freeze.

Wage Freeze Coverage

In a general regulation, WBS stated the wage freeze included "increases in all forms of remuneration to employes by their employers for personal services, including, but not limited to, vacation and holiday payments, night shift and other bonuses, incentive payments, year-end bonuses, employer contributions to or payments of insurance or welfare benefits, employer contributions to a pension fund or annuity, payments in kind, and premium overtime practices and rates," all of which must first be approved or authorized by the board.

The Justice Dept. announced that a special unit was being created to supervise all litigation arising under the Defense Production Act of 1950 which is the basis of price-wage controls.

The department said that unlike previous enforcement sections of the OPA, the act places responsibility in its orbit for all litigation dealing with controls invoked by ESA. Attorney General J. Howard McGrath promised that all violations of the price and wage control orders would be "vigorously and promptly" prosecuted.

United States attorneys and marshals were notified to assist and cooperate with regional and district offices of the ESA. These offices were slowly mushrooming over the country.

Among the series of appointments which were made hand in hand with the setting up of personnel and agencies was that of Harold Leventhal, of Washington, D. C., as acting general counsel of OPS. It was announced Jan. 28 by OPS Director Michael V. DiSalle. Mr. Leventhal has been delegated the authority to issue formal interpretations of regulations.

HICKS SENTENCED

Found Guilty in WBT Case

STERLING L. HICKS, of the IBEW local in Charlotte, N. C., last week was found guilty of conspiracy in the attempted dynamiting of facilities at WBT Charlotte's transmitter plant on Jan. 22, 1950.

He was sentenced in Mecklenburg Criminal Superior Court in Charlotte, where a jury returned the guilty verdict on Thursday, to serve two years on the roads. His attorneys immediately filed notice of appeal to the State Supreme Court, from which Mr. Hicks had won a reversal of an earlier conviction.

Mr. Hicks' arrest came after a Columbia, S. C., house-painter was taken into custody by police who, acting on a tip, uncovered five sticks of dynamite near the WBT tower and waited until the painter appeared and reportedly tried to light the fuses [BROADCASTING • TELECASTING, Jan. 30, 1950]. WBT spokesmen said Mr. Hicks had been involved in an IBEW feud with the station in the fall of 1949.

SPECIAL FM SERVICES

FCC Review Set

FCC LAUNCHED into its overall FM review last week by calling upon four "functional" or "planned" music FM stations for details of their operations and a justification of their classification as "broadcast" rather than "point-to-point" services.

The study is slated to lead to a showdown on the validity of transitcasting and similar special FM program operations. Questionnaires comparable to those sent to the four "functional music" stations are being prepared for stations engaged in transitcasting—which, FCC noted, is "another part of the general study."

By implication FCC drew a distinction between transitcasting and functional-music programming for fixed locations such as restaurants, industrial plants, and the like. For in its questions the Commission called attention to "the general principle that broadcast frequencies are not to be pre-empted for uses for which wire lines are adequate."

The stations were asked to present their own views on the consistency of their own type of operation with this principle. Comr. Robert F. Jones dissented from issuance of the letters, which asked for replies by Feb. 15.

All four of the station operations questioned by FCC involve contracts under which subscribers to the special service receive "background" music broadcasts from which undesired portions—usually spot announcements and other vocal parts—are deleted by use of a supersonic signal or other means. That is, subscribers employ special receivers which receive only the desired musical portions, while non-subscribers receive the entire broadcasts via regular FM receivers.

Logs Requested

Of the four FM stations queried, three already had been asked to submit program logs for the week of Jan. 15 and FCC's questions were based on those logs. These three were WLRD Miami Beach, Marshall Field Enterprises' WFMF Chicago (FM affiliate of WJJD), and KDFC Sausalito, Calif. In the case of the fourth, WACE-FM Chicopee, Mass., program logs were requested and FCC's questions followed the line of those addressed to the other stations, but on an "if" basis.

Among the questions:

● Whether elimination of station identification and transcription identification announcements from subscribers' service should not be considered a violation of FCC rules requiring such announcements by broadcast stations, and whether subscriber programs should not be logged as "commercial" rather than "sustaining."

● How much money the stations have received from their respective "functional music" service contracts and how much from the sale of time to others.

● Why the special subscriber service should be considered consistent with "the duty of licensees of broadcast stations to provide diversified programming for the general public, during each important segment of the broadcast day."

● Why the respective subscriber-service agreements do not violate "the obligations of licensees" with respect to control over their programming and their right to alter programming to meet local needs.

● Whether the subscriber-service agreements do not cover point-to-point rather than broadcasting service, and whether this type of transmission is consistent with the principle of using wire lines instead of frequencies wherever possible.

In case the stations feel they are providing "a specialized broadcast service to an appropriate sector of the general public," FCC had some other pointed questions.

These included identification of "the part of the general public to which this alleged specialized service is addressed"; a description of "the legitimate interest of such audience"; a recount of "the methods by which you ascertain that this service is desired by such part of the general FM public," as distinguished from subscribers.

FCC also wanted to know how the stations explain their carrying of spot announcements which are heard by non-subscribers "while simultaneously accepting compensation for arranging for the elimination of these [spots] from the music received by . . commercial subscribers."

Additional questions: Whether interruptions of music received by non-subscribers substantially impair its character as a background music for that audience; and, if so, a statement of views "as to what other specialized service to

(Continued on page 76)

FEATHERBEDDING *No Radio Effect Seen In NLRB Decision*

BELIEF that an NLRB decision dismissing a "featherbedding" charge against an AFM local would have little or no effect on radio-TV networks and stations was held out last week by industry legal authorities.

The fear that the union may have grounds on which to initiate similar practices against stations grew out of a board ruling that AFM Local 24 of Akron, Ohio, did not violate the Taft-Hartley Act by demanding employment of "house" orchestras as a prerequisite for giving its consent to "name band" engagements at a local theatre. Complaint had been filed by Gamble Enterprises Inc., which operates the Palace Theatre [BROADCASTING • TELECASTING, Jan. 29].

NLRB ruled, by a 2-1 majority, that the so-called "featherbedding" ban in the T-H Act does not prohibit unions from seeking actual employment for its members even though the employer neither wants nor needs their services and is unwilling to accept them. The complaint was dismissed.

Broadcasters Protected

NAB legal authorities pointed out that the ruling concerned itself solely with an interpretation of Sec. 8 (b) (6) of the law, and that broadcasters are still protected by the Lea Act specifically dealing with the broadcast industry.

Under the Lea Act, enacted in April 1946, it became unlawful for a union to "coerce" broadcasters to employ more persons than needed, and to pay for services not performed or more than once for the same services performed, among other prohibitions. The decision amended Title V, Sec. 506 (a) of the 1934 Communications Act.

The NLRB majority held that it is "perfectly lawful for a labor organization to seek employment for its members," and that the "featherbedding" provision of the T-H Act was "framed solely to restrict exactions by labor organizations for services not performed or not to be performed." There was no indication, the board decided, that the union had sought payments for non-existent services.

In the local theatre case, the majority continued, the record showed that "in seeking employment of a local orchestra, the (union) insisted that (it) be permitted to play at times which would not conflict with the traveling bands' renditions. . . ." Thus, the board concluded, the union was not pursuing a policy of attempting to exact payments for services not performed.

In a minority dissent James J. Reynolds Jr. claimed that "unions can avoid liability in all circumstances by the simple expedient of insisting upon the performance of non-existent and unwanted work tasks." He cited the T-H Act which forbids a union "to cause or attempt to cause an employer to pay . . . or agree to pay . . . any money . . . in the nature of an exaction, for services which are not performed or are not to be performed."

Partial text of the Communications Act as amended by Lea Act:

. . . It shall be unlawful, by the use of express or implied threat of the use of force, violence, intimidation, or duress, or by the use of express or implied threat, of the use of other means to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee—

(1) To employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employes needed by such licensee to perform actual services . . .

. . . (4) To pay or give or agree to pay or give any money or other thing of value for services in connection with the conduct of the broadcasting business of such licensee, which are not to be performed . . .

Walter Geist

FUNERAL services for Walter Geist, 56, president of Allis-Chalmers Mfg. Co., Milwaukee, which sponsors the *National Farm and Home Hour* on NBC, were conducted in Milwaukee Thursday afternoon. Mr. Geist died of a heart attack Monday at a Milwaukee hospital. He was elected president of Allis-Chalmers in 1942. Surviving are his widow, Florence; a son, Kenneth, and a daughter, Janet.

FTC INJUNCTION

Suit Filed In Chicago

FIRST application of Federal Trade Commission's newly-enunciated injunctive policy was seen last Wednesday as FTC filed suit to restrain allegedly false advertising of Imdrin, a medicinal preparation.

In the suit, filed in the U. S. District Court for the Northern District of Illinois (Chicago), FTC named Rhodes Pharmacal Co. and its officers, J. Sanford Rose and Jerome H. Rose, as defendants and sought a preliminary injunction, to be effective pending final disposition of a current FTC proceeding.

Earlier FTC had warned drug and food advertisers that it would seek injunctive relief in cases where questionable advertisements are continued pending issuance of a "cease and desist" order and final commission action (see separate story, page 44).

In seeking an injunction, FTC said further dissemination of Imdrin advertisements (broadcast and published) alleged to be false "may cause immediate and irreparable injury to the public in that persons induced by such false advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparable crippling." It listed five claims which it said were "false."

FTC's suit said the defendants have "persisted" in disseminating the advertisements nationally since a complaint was issued in August 1949 challenging the claims. Because of "unavoidable delays" in bringing the case to a decision, FTC said, a court injunction is the "only means" of stopping the advertisements until it issues a cease and desist order.

CONTRACT renewal for *Win-O* on WERE Cleveland is set by Cleveland Provision Co., makers of Wiltshire Meat Products with (l to r) Ned Newcomb, sales mgr., for sponsor; Bill Nash, v.p. of Gregory & House Adv.; Dick Klaus, asst. sales mgr., WERE; Guy Mitchell, recording artist, and Bill Randle, emcee on *Win-O* show.

VAN PATRICK (r) signs 52 week contract with Pfeiffer Brewing Co. for his Mon.-Sat. 6:30 p.m. sports program on WJR Detroit. William Brown, adv. mgr., signs for Pfeiffer's.

HOURLY time signals on WISR Butler, Pa., are set by Ed Amy (l), owner of Kirkpatrick's Jewelry Store, Butler, and Leon Bernard, business manager, WISR.

NEW quiz show, *Tell the Truth*, signed for by Westinghouse Dealers in Missouri and Illinois on KMOX St. Louis by (l to r) John Akerman, KMOX gen. mgr.; Bill Miller, acct. exec., and John Cox, mgr. Westinghouse Electrical Supply Co.

SEVENTEEN *Fight of the Week* broadcasts on WIL St. Louis are signed for by International Assn. of Cleaners and Dyeworkers with (l to r) Dick Rochester, IACD vice pres.; "Tiny" Abing, representing WIL, and Johnny Tocco, St. Louis promoter.

ST. LOUIS sponsor of ABC co-op series, *Mr. President*, starring Edward Arnold, is Roberts Gas Appliances Inc. on KXOK-AM-FM. L to r: Dan H. Hope, KXOK salesman on account; Mr. Arnold; Raymond S. Roberts, president of sponsoring firm, and Robert A. Seat, Robert Seat Adv.

It's an unshakeable fact—

BROADCASTING-Telecasting is the preferred publication among radio buyers and national radio advertisers... receiving more first votes for news and advertising effectiveness than all other journals combined—preferred, in fact, FIVE times more than the next-best publication.

These are undisputable, unbiased facts proven by one of the country's leading research organizations — Fact Finders Associates, Inc. This survey is a FIRST. Never before in the radio trade paper field has such a study been made by *personal, over-the-desk* interviews. 178 key radio buyers at agencies in New York, Chicago, Detroit, San Francisco and Los Angeles — as well as 26 advertising managers of the 30 largest radio sponsors — were asked their preference. These 204 top buyers represent groups responsible for over 75% of all national radio and TV billings.

We repeat—this is a completely impartial survey!

No publication saw or supplied any names on the list of persons interviewed. Fact Finders compiled its list with the cooperation of four leading national representative firms — Edward Petry Company, The Katz Agency, CBS Radio Sales and the O. L. Taylor Company. None of the interviewees knew for whom the survey was conducted.

Here is just a partial list of other firms who regularly call on the Fact Finders organization for surveys:

American Home Foods, Inc.	Chesebrough Co.	Hemphill, Noyes & Co.
Batten, Barton, Durstine & Osborn, Inc.	Compton Advertising, Inc.	Hewitt, Ehrman & Co.
Benton & Bowles, Inc.	Consolidated Cigar Corp.	Hilton & Hyde, Inc.
Brooke, Smith, French & Dorrance, Inc.	Continental Baking Co.	Hoffman Beverage Co.
Brown & Williamson Tobacco Corp.	Corn Products Refining Co.	Hotel Statler Co., Inc.
Bulova Watch Co., Inc.	Crosley Corp.	Household Finance Corp.
Bureau of Advertising, ANPA	Curtis Publishing Co.	Hudson Motor Car Co.
Campbell-Ewald Co.	Dancer-Fitzgerald-Sample, Inc.	Hutton & Bourbonnais Co.
Campbell-Mithun, Inc.	Dixie Cup Co.	Kellogg Co.
Carnation Co.	Doherty, Clifford, Steers & Shenfield, Inc.	Kenyon & Eckhardt, Inc.
Chevrolet Motor Co.	Dr. Pepper Co.	Kudner Agency, Inc.
Chicago & Eastern Illinois R.R. Co.	Emerson Drug Co.	Lambert Pharmacal Co.
Chicago & North Western Railway	Ethyl Corp.	Lever Brothers Co.
Chrysler Corp.	Ford Motor Co.	Liggett & Myers Tobacco Co.
Coca-Cola Co.	Foote, Cone & Belding	Lord & Thomas
Colgate-Palmolive-Peet Co.	Frigidaire Div., General Motors Corp.	Maxon, Inc.
Compton Advertising, Inc.	General Electric Co.	Metropolitan Life Insurance Co.
Continental Baking Co.	General Foods Corporation	Miles Laboratories, Inc.
Corn Products Refining Co.	General Mills, Inc.	Minneapolis-Moline Power Implement Co.
Crosley Corp.	General Motors Corp.	Monsanto Chemical Co.
Curtis Publishing Co.	Gillette Safety Razor Co.	Motorola, Inc.
Dancer-Fitzgerald-Sample, Inc.	Gotham Hosiery Co., Inc.	Nash-Kelvinator Corp.
Dixie Cup Co.	Grey Advertising Agency, Inc.	National Biscuit Co.
Dr. Pepper Co.	Grove Laboratories, Inc.	National Carbon Co., Inc.
Emerson Drug Co.	Gulf Oil Corp.	National Dairy Products Corp.
Ethyl Corp.	Hall & Goodhue, Inc.	National Distillers Products Corp.
Ford Motor Co.	Hearst Magazines	National Lead Co.
Frigidaire Div., General Motors Corp.	Hearst Newspapers	Nestle-Le Mur Co.
General Electric Co.	Hill & Knowlton, Inc.	Norwich Pharmacal Co.
General Foods Corporation	Hilton & Hyde, Inc.	Ohio Oil Co.
General Mills, Inc.	Hoffman Beverage Co.	Pabst Sales Co.
General Motors Corp.	Hotel Statler Co., Inc.	Pan-American Coffee Bureau
Gillette Safety Razor Co.	Household Finance Corp.	Pan-American Petroleum Corp.
Gotham Hosiery Co., Inc.	Hudson Motor Car Co.	Pepsi-Cola Co.
Grey Advertising Agency, Inc.	Hutton & Bourbonnais Co.	Pet Milk Sales Co.
Grove Laboratories, Inc.	Kellogg Co.	Philco Corp.
Gulf Oil Corp.	Kenyon & Eckhardt, Inc.	Philip Morris & Co., Ltd., Inc.
Hall & Goodhue, Inc.	Kudner Agency, Inc.	Pillsbury Mills, Inc.
Hearst Magazines	Lambert Pharmacal Co.	Pittsburgh Brewing Co.
Hearst Newspapers	Lever Brothers Co.	Pittsburgh Plate Glass Co.
Hill & Knowlton, Inc.	Liggett & Myers Tobacco Co.	Plough, Inc.
Hilton & Hyde, Inc.	Lord & Thomas	Procter & Gamble Co.
Hoffman Beverage Co.	Maxon, Inc.	Quaker Oats Co.
Hotel Statler Co., Inc.	Metropolitan Life Insurance Co.	Radio Corporation of America
Household Finance Corp.	Miles Laboratories, Inc.	Ralston Purina Co.
Hudson Motor Car Co.	Minneapolis-Moline Power Implement Co.	Remington Rand, Inc.
Hutton & Bourbonnais Co.	Monsanto Chemical Co.	Revlon Products Corp.
Kellogg Co.	Motorola, Inc.	R. J. Reynolds Tobacco Co.
Kenyon & Eckhardt, Inc.	Nash-Kelvinator Corp.	Sales Affiliates, Inc.
Kudner Agency, Inc.	National Biscuit Co.	Schenley Distillers, Inc.
Lambert Pharmacal Co.	National Carbon Co., Inc.	Schick, Inc.
Lever Brothers Co.	National Dairy Products Corp.	Scott Paper Co.
Liggett & Myers Tobacco Co.	National Distillers Products Corp.	Seeman Bros., Inc.
Lord & Thomas	National Lead Co.	Shell Oil Co.
Maxon, Inc.	Nestle-Le Mur Co.	Simmons Co.
Metropolitan Life Insurance Co.	Norwich Pharmacal Co.	Socony-Vacuum Oil Co., Inc.
Miles Laboratories, Inc.	Ohio Oil Co.	Speidel Corp.
Minneapolis-Moline Power Implement Co.	Pabst Sales Co.	Standard Brands, Inc.
Monsanto Chemical Co.	Pan-American Coffee Bureau	Standard Oil Co. (Indiana)
Motorola, Inc.	Pan-American Petroleum Corp.	Standard Oil Co. (New Jersey)
Nash-Kelvinator Corp.	Pepsi-Cola Co.	Standard Oil Co. (Ohio)
National Biscuit Co.	Pet Milk Sales Co.	Stanley Home Products, Inc.
National Carbon Co., Inc.	Philco Corp.	Sterling Drug, Inc.
National Dairy Products Corp.	Philip Morris & Co., Ltd., Inc.	Stewart-Warner Corp.
National Distillers Products Corp.	Pillsbury Mills, Inc.	Sun Oil Co.
National Lead Co.	Pittsburgh Brewing Co.	Sunbeam Corp.
Nestle-Le Mur Co.	Pittsburgh Plate Glass Co.	Sun Ray Drug Co.
Norwich Pharmacal Co.	Plough, Inc.	Swift & Co.
Ohio Oil Co.	Procter & Gamble Co.	Texas Co.
Pabst Sales Co.	Quaker Oats Co.	Toni Co.
Pan-American Coffee Bureau	Radio Corporation of America	Union Carbide & Carbon Corp.
Pan-American Petroleum Corp.	Ralston Purina Co.	United Air Lines
Pepsi-Cola Co.	Remington Rand, Inc.	U. S. Rubber Co.
Pet Milk Sales Co.	Revlon Products Corp.	Vick Chemical Co.
Philco Corp.	R. J. Reynolds Tobacco Co.	Wander Co.
Philip Morris & Co., Ltd., Inc.	Sales Affiliates, Inc.	Warner-Hudnut, Inc.
Pillsbury Mills, Inc.	Schenley Distillers, Inc.	Westinghouse Electric Corp.
Pittsburgh Brewing Co.	Schick, Inc.	Wildroot Co., Inc.
Pittsburgh Plate Glass Co.	Scott Paper Co.	Wm. Wrigley Jr. Co.
Plough, Inc.	Seeman Bros., Inc.	Young & Rubicam, Inc.
Procter & Gamble Co.	Shell Oil Co.	
Quaker Oats Co.	Simmons Co.	
Radio Corporation of America	Socony-Vacuum Oil Co., Inc.	
Ralston Purina Co.	Speidel Corp.	
Remington Rand, Inc.	Standard Brands, Inc.	
Revlon Products Corp.	Standard Oil Co. (Indiana)	
R. J. Reynolds Tobacco Co.	Standard Oil Co. (New Jersey)	
Sales Affiliates, Inc.	Standard Oil Co. (Ohio)	
Schenley Distillers, Inc.	Stanley Home Products, Inc.	
Schick, Inc.	Sterling Drug, Inc.	
Scott Paper Co.	Stewart-Warner Corp.	
Seeman Bros., Inc.	Sun Oil Co.	
Shell Oil Co.	Sunbeam Corp.	
Simmons Co.	Sun Ray Drug Co.	
Socony-Vacuum Oil Co., Inc.	Swift & Co.	
Speidel Corp.	Texas Co.	
Standard Brands, Inc.	Toni Co.	
Standard Oil Co. (Indiana)	Union Carbide & Carbon Corp.	
Standard Oil Co. (New Jersey)	United Air Lines	
Standard Oil Co. (Ohio)	U. S. Rubber Co.	
Stanley Home Products, Inc.	Vick Chemical Co.	
Sterling Drug, Inc.	Wander Co.	
Stewart-Warner Corp.	Warner-Hudnut, Inc.	
Sun Oil Co.	Westinghouse Electric Corp.	
Sunbeam Corp.	Wildroot Co., Inc.	
Sun Ray Drug Co.	Wm. Wrigley Jr. Co.	
Swift & Co.	Young & Rubicam, Inc.	
Texas Co.		
Toni Co.		
Union Carbide & Carbon Corp.		
United Air Lines		
U. S. Rubber Co.		
Vick Chemical Co.		
Wander Co.		
Warner-Hudnut, Inc.		
Westinghouse Electric Corp.		
Wildroot Co., Inc.		
Wm. Wrigley Jr. Co.		
Young & Rubicam, Inc.		

OR BUT'S!

See for yourself the agencies and advertisers who prefer BROADCASTING-Telecasting.

Here are the questions asked... the answers given. In short, the facts.

1. Of all the trade publications, which one gives you the best information about what is going on in the broadcast field?

	BEST
BROADCASTING	120
313.7% ahead of the next-best	
Publication A	29
Publication B	17
Publication C	16
Publication D	2
Publication E	1
Publication F	1
Publication G	1
Publication H	0
Publication I	0
Miscellaneous	2
No Vote on this rank	17
Total mentions	206*

*Two voters ranked two magazines equally.

2. In your experience which trade journal brings radio station advertising most effectively to your attention?

	BEST
BROADCASTING	109
445% ahead of the next-best	
Publication A	20
Publication B	18
Publication C	8
Publication D	5
Publication E	4
Publication F	3
Publication G	1
Publication H	1
Publication I	0
Miscellaneous	1
No vote on this rank	34
Total mentions	204

What's the conclusion? Just this...

BROADCASTING-Telecasting continues to be the leader in its field for the 20th consecutive year. It is the overwhelming choice of radio buyers and stations alike.

The latest survey only adds further proof of BROADCASTING's dominance — a dominance that is now greater than ever.

No if's, and's or but's... if you want to reach the people who count in radio advertising — and be sure they see it — put your message in the pages of BROADCASTING-Telecasting.

BROADCASTING TELECASTING

New York, N. Y.
Al Paul Lefton Company, Inc.
Alley & Richards, Inc.
Badger & Browning & Hersey, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Benton & Bowles, Inc.
Bermingham, Castleman & Pierce, Inc.
Brooke, Smith, French & Dorrance, Inc.
Byrde, Richard & Pound
Cayton, Inc.
C. J. LaRoche & Company, Inc.
Cecil & Presbrey, Inc.
Charles W. Hoyt Company, Inc.
Compton Advertising, Inc.
Cunningham & Walsh, Inc.
Dancer, Fitzgerald & Sample, Inc.
Doherty, Clifford & Shenfield, Inc.
Donahue & Coe, Inc.
Duane Jones Company, Inc.
Federal Advertising Agency, Inc.
Foote, Cone & Belding
Fuller & Smith & Ross, Inc.
John F. Murray Adv. Agency, Inc.
Joseph Katz Company
J. D. Tarcher & Company, Inc.
J. M. Mathes, Inc.
J. Walter Thompson Co.
Grey Advertising Agency, Inc.
Kastor, Farrell, Chesley & Clifford, Inc.
Kenyon & Eckhardt, Inc.
Lambert & Feasley, Inc.
Laurence W. Gumbinner Adv. Agency, Inc.
Marschalk & Pratt Company
Maxon, Inc.
McCann-Erickson, Inc.
Morey, Humm & Johnstone, Inc.
Morse International, Inc.
N. W. Ayer & Son, Inc.
Neff Rogow, Inc.
Peck Advertising Agency, Inc.
Pedlar & Ryan, Inc.
Platt-Forbes, Inc.
Ruthrauff & Ryan, Inc.
R. T. O'Connell Company
Schwab & Beatty, Inc.
Sherman & Marquette, Inc.
Sullivan, Stauffer, Colwell & Bayles, Inc.
The Biow Company, Inc.
Turner, Leach & Company
Warwick & Legler, Inc.
William Esty & Company
William H. Weintraub & Co., Inc.
Young & Rubicam, Inc.

Chicago, Ill.
Batten, Barton, Durstine & Osborn, Inc.
Goodkind, Joice & Morgan, Inc.
Grant Advertising, Inc.
Leo Burnett Company, Inc.
Needham, Louis & Brorby, Inc.
Olian Advertising Company
Russel M. Seeds Company, Inc.
Schwimmer & Scott, Inc.
Wade Advertising Agency
Young & Rubicam, Inc.

Detroit, Mich.
Brooke, Smith, French & Dorrance, Inc.
Campbell-Ewald Company, Inc.
D. P. Brother & Company, Inc.
MacManus, John & Adams, Inc.
Maxon, Inc.
Simons-Michelson Company

San Francisco, Calif.
Botsford-Constantine & Gardner
Brisacher, Wheeler & Staff
Buchanan & Company, Inc.
Foote, Cone & Belding, Inc.
Honig-Cooper Company
Sidney Garfield & Associates
The Biow Company, Inc.

Los Angeles, Calif.
Barton A. Stebbins Adv. Agency
Buchanan & Company
Dan B. Miner Company
Erwin, Wasey & Company
Mogge-Privett, Inc.

Hollywood, Calif.
Raymond R. Morgan Company

Cincinnati, Ohio
The Andrew Jergens Company

New York, N.Y.
American Home Products
Bristol-Myers Company
Coca-Cola Company
General Foods Corporation
Lever Brothers
P. Lorillard Company
Philip Morris & Co., Ltd.
R.C.A.
The Texas Company
The Borden Company
U.S. Steel Corporation

Newark, N.J.
Prudential Insurance Company
Ronson Art Metal Works, Inc.

Akron, Ohio
F.F Goodrich
Firestone Tire & Rubber Co.

Los Angeles, Calif.
Carnation Company

Elkhart, Indiana
Miles Laboratories, Inc.

Racine, Wisconsin
S. C. Johnson & Son, Inc.

Toledo, Ohio
Electric Auto-Lite Company

Wilmington, Delaware
DuPont

CBS DIST. 8

Meets in Dallas

FRANK STANTON, president of CBS, and Wayne Coy, FCC Chairman, spent a full day in Dallas with CBS station managers from Texas and Oklahoma Jan. 29, reviewing all phases of the broadcasting industry picture as it shapes up for 1951.

With Mr. Stanton were key vice presidents of the network attending the meeting of District 8 of the Columbia Affiliates Advisory Board.

Discussions were closed sessions and off the record. Highlights, according to Clyde Rembert, managing director, KRLD Dallas, and District 8 director, included a report by Mr. Stanton on CBS' sales achievement in 1950 and a review by Mr. Coy of the color TV situation and the "freeze."

"Mr. Stanton," said Mr. Rembert, "reported that CBS in 1950 had its biggest gross income in history, and this record also was a record for any network.

"Although pointing out that the year ahead is uncertain, Mr. Stanton expressed the belief that 1951 will be as good or better than 1950."

About 25 station executives from Texas, Oklahoma and Shreveport, La., attended the meeting. Activities included a morning session, luncheon, cocktail party and dinner, all in the Hotel Adolphus. Agency executives were among guests at the cocktail party.

Present for CBS, in addition to Mr. Stanton, were Herbert V. Akerberg, vice president in charge of station relations; J. L. Van Volkenburg, vice president in charge of network sales; William B. Lodge, vice president in charge of general engineering, and H. Louis Hausman, CBS vice president in charge of advertising and sales promotion. Wives of several CBS officials also made the Texas trip.

Station executives in Dallas included Howard Robertson, KLYN Amarillo; J. J. Bernard, KOMA Oklahoma City; John Esau, John Griffin and Jim C. Leake, KTUL Tulsa; Troy McDaniel, KGBS Harlingen, Tex.; Ray Herndon and B. F. Orr, KTRH Houston; Kenyon Brown, Charlie Clough and Les Pierce, KWFT Wichita Falls; Kelly Wofford, Bill Hughes and H. B. Lockhart, KEYS Corpus Christi; Charles Lutz and Frank Huntress, KTSA San Antonio; Henry Clay, KWKH Shreveport, La.; J. C. Kellam, KTBC Austin, Tex.

Considerable local publicity was developed for the meeting in front-page stories in the Dallas *Times Herald*, publishing affiliate of KRLD, and in a KRLD interview with Mr. Stanton.

TALKING together at the meeting of Columbia Affiliates Advisory Board, District 8, are (l to r) Wayne Coy, FCC chairman; Clyde Rembert, KRLD Dallas managing director and CBS District 8 director, and Frank Stanton, CBS president.

CBS vice presidents who attended the cocktail party in the Adolphus Hotel, Dallas, were (l to r) J. L. Van Volkenburg, network sales; William B. Lodge, general engineering; H. Louis Housman, advertising and sales promotion, and Herbert V. Akerberg, station relations.

MUCH IN EVIDENCE at the district meeting were front row (l to r), Jim C. Leake, KTUL Tulsa; B. F. Orr, KTRH Houston; Kenyon Brown, KWFT Wichita Falls; Clyde Rembert, KRLD Dallas and District 8 director; John Griffin, KTUL; John Esau, KTUL, and Joe Bernard, KOMA Oklahoma City. Back row Ray Herndon, KTRH; Charlie Clough, KWFT; Charles Lutz, KTSA San Antonio; Troy McDaniel, KGBS Harlingen, Tex. Kelly Wofford, KEYS Corpus Christi; Bill Hughes, KEYS; Howard Robertson, KLYN Amarillo, and J. C. Kellam, KTBC Austin.

WHK Center Dedication

DEDICATION ceremonies of WHK Cleveland's new radio center Feb. 10 will be highlighted by a Mutual network broadcast of the *Chicago Theatre of the Air*, which usually originates each Saturday from 9 to 10 p.m. (CST) at WGN Chicago. More than 1,300 persons in Cleveland will see a broadcast of "Faust."

COMPONENTS

RTMA Announces Reclassifications

RECLASSIFICATION of all electronic component parts, which will enable the Defense Dept.'s Munitions Board and the industry to more easily establish standard definitions, was announced Friday by Radio-Television Mfrs. Assn.

The new breakdown, which sets up 11 major groupings for electronic component parts, was completed by RTMA member-company engineers and the association staff at the request of the Munitions Board.

The reclassification will enable the military and electronics industry, in future meetings at the Pentagon, to readily identify component parts by listing them in groups requiring common production facilities, manpower, material and know-how. Heretofore, the Defense Dept. had been unable to evaluate industry ability to produce any specific component part.

The report was submitted to Fred R. Lack, Western Electric Co., chairman of the Electronics Equipment Industry Advisory Committee, which has met periodically with the Munitions Board and other officials on problems arising from shortages of vital materials and military requirements [BROADCASTING • TELECASTING, Jan. 29, 15]. The breakdown was submitted to Mr. Lack by a task committee headed by A. D. Plamondon Jr., Indiana Steel Co.

The 11 new groupings comprise antennas, resistors, capacitors, transformers, circuit interruptors, transducer accessories, housings, plugs and connectors, hardware and Piezoelectric frequency control devices—all component parts.

RTMA also reported it is working on new classifications for such products as electronic and equipment; electron tubes and devices, and electronic test equipment. The report should be ready at an early date.

May Limit Sets

There was speculation in Washington last week that the government is preparing a set of orders on all basic metals which would limit unit manufacture of such items as radio and TV sets, musical instruments and other end products. Authorities confirmed the reports, indicating July 1 as a possible target date, with the qualification that cutbacks and other allocation methods are first utilized.

The National Production Authority already has indicated that it is surveying metal consuming plants to measure the impact of mobilization on industry. In the background is a plan which would aid electronics, communications and other industries in obtaining raw materials for maintenance and operation and channel others to defense-supporting output not now covered by priorities.

These revelations came just prior to last Thursday (Feb. 1), effective date for the new cobalt limitations which now require users to obtain authority from NPA for purchases of this key metal. Cobalt is used in loud speaker magnets contained in radio-TV sets. Available supply had been cut down to 30%, or less than one-third of the amount used during January 1950.

With copper, nickel and aluminum cutback severely and despite development of substitute materials [BROADCASTING • TELECASTING, Jan. 29], set-makers and parts manufacturers are hard pressed to maintain operation and yet fill defense orders.

Latest example of curtailment was a Jan. 24 NPA order which permits use of nickel only in highly essential uses. Already cut back to 65% for the first quarter of 1951, use of nickel is now prohib-

(Continued on page 75)

...THE INSIDE STORY OF THE "FLYING DISCS"...

People say that they've seen flying discs.

They say they're bright shiny metal, 90 feet in diameter, and travel at incredible speeds. Reports about them always seem to make page one.

Another kind of "flying disc" that never rates a headline is made of black wax. It's about 16 inches in diameter, and it, too, flies at incredible speeds.

We're speaking of radio transcriptions that fly by Air Express.

They don't get page-one mentions because, by now, the idea of flying discs to the various stations is commonplace to the radio industry. The time they save permits them to keep their recorded broadcasts right up to the minute.

But, you don't have to be in radio to profit from the regular use of Air Express. Here are unique advantages which any business can enjoy:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT—One call to Air Express Division, Railway Express Agency, does it all.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

Like to know more? Call your local Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

Pulse

Pulse of Birmingham* gives WAPI's "Time for Benny" a 7.2 rating at 8:15 in the morning (Mon. thru Fri.) —after just five months on the air. It's the *most listened-to* disc jockey show in town.

shows

Shows like "Time for Benny" aren't unusual on WAPI, though. Matter of fact, all of the Top Ten local shows are on WAPI. So are seventeen out of the Top Twenty!

Benny's

Benny's an expert on discs and downbeat. After being singer and skinbeater with swing bands for eight years, he's uniquely qualified for his post as Birmingham's top platter-chatter man.

best

Best thing about "Time for Benny" is that there's time for *you*. It's a buy you'll want to investigate. Specially since it's on Birmingham's most popular station—in a market that's booming with business activity and defense industry.

jockey

Jockey Benny Carle is just the man to spin new sales records for you... if you hurry. You can get all the information on available participations from Radio Sales or...

*Pulse: November-December 1950

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

GROUNDWORK for TV station participation in NAB was laid during weekend trip on yacht *Verlaine*, owned by George B. Storer, Fort Industry president. Steering committee included front row (l to r) Mr. Storer; Robert D. Swezey, WDSU-TV New Orleans; Eugene S. Thomas, WOR-TV New York. Back row, Campbell Arnoux, WTAR-TV Norfolk; W. D. Rogers Jr., KEYL (TV) San Antonio.

NAB CONVENTION *Plans Being Drafted Geared to Emergency*

EARLY plans covering topics to be explored during the annual NAB Convention, to be held in Chicago April 15-19, were in the drafting stage last week.

Proposals put forth by the NAB Arrangement Committee, which met at NAB Headquarters Jan. 26, indicate recommendations for at least two technical projects—both accenting problems peculiar to the nation's emergency mobilization.

Tentative plan calls for registration April 15, with Management and Engineering Conferences to be held concurrently, and in some cases jointly, from April 16-18.

The committee has recommended continuation of FCC roundtable sessions, which heretofore entailed participation of Commission members and personnel at staff level but which may be limited this year to Commission members only. A thorough cross-section of AM-TV-FM discussion has usually featured these sessions. Panel has not been named as yet.

Urges Panel

Another feature urged by the committee is a panel to be devoted to physical operation of broadcast stations during the national emergency, covering two phases — the present international crisis and what may be expected in the event of full-scale war. Broadcasters' problems are slated to get a thorough airing.

The plan is to line up officials of key government agencies whose operation touches intimately on the industry—such departments as the Federal Civil Defense Administration, National Production Authority and the FCC.

In this way, it is felt that industry and personnel may be able to get a firmer grasp of the government picture as it relates to their own welfare.

Possibility of joint Management-Engineering Conferences also was indicated by the Arrangement Committee, which urged that provision be made for such sessions.

Meanwhile, NAB's Engineering Dept. has been sounding out association members on the type and number of technical papers to be aired during the April convention. Some papers have been scheduled already but will be revealed later this month when the program is expected to crystalize.

Commitments on heavy equipment, exhibits during the convention exposition were unsettled last week, but it seemed probable that program and service exhibitors will be heavily represented, as will film producers and television suppliers

STATIONS UNIT
Draws NAB Board Tribute

NAB's newest operation, the Station Relations Dept., drew a tribute from the board of directors as the first item of business that came up during the Belleair, Fla., meeting. After hearing a report by John F. Hardesty, director of the department, the board adopted a resolution praising Mr. Hardesty and William K. Treynor, assistant director, for their outstanding work in the field.

Mr. Hardesty reported that since Nov. 15 the two field men have called on 151 member and non-member stations in 14 states. Of the 91 non-members contacted, 16 signed membership contacts, a ratio of one contract out of every six contacts.

In addition to these 16, four stations were signed as members through mail solicitations by the department. The board felt this was a commendable start by a new department.

MBA Frozen Out

RECORD BREAKING cold caused cancellation of the Mississippi Broadcasters Assn. meet scheduled for Jackson, Feb. 1-2, when only three of those registered were on hand for the initial meeting. With the temperature hovering around zero, only Bob Evans, secretary of MBA and manager of WELO Tupelo; Reeves Whirley, commercial manager WELO, and Peter King, SESAC Southern representative, were on hand. Plans are being discussed for a later meeting.

[CLOSED CIRCUIT, Jan. 29]. Reason advanced is that of the national emergency and materials shortages.

In any event NAB has been canvassing members looking toward preparation for the exhibits and has reported a keener interest and enthusiasm in TV displays.

The Arrangement Committee comprises Raymond Guy, NBC; Stuart Bailey, Jansky & Bailey; Pete Johnson, MBS; John Dewitt, WSM Nashville, and James Ebel, WMBD Peoria, Ill.

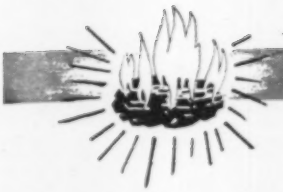
BORDEN STARLAC

EXCLUSIVE!

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

NEWS AND VIEWS OF COAL



A MONTHLY REPORT TO EDITORS

INDUSTRIAL FUEL NEEDS TO RISE 20% IN NEXT 10 YEARS.

A recent industrial study made by McGraw-Hill, the country's leading industrial publishers, forecasts that by 1960, American industry will require 20% more energy in the form of heat, light, and power. Today coal furnishes half of industry's energy needs. Coal is the only energy resource with unlimited reserves. Coal is the only energy supplier already equipped to meet largely increased demands. Coal in the years ahead is surely destined to occupy a larger place in the nation's energy picture.

GASOLINE FROM COAL AT 11¢ A GALLON?

The immediate establishment of a synthetic fuels industry is both feasible and desirable, according to Director James Boyd of the Bureau of Mines. Petroleum production is expected to decline during the present decade, and reserves are relatively limited. Although not yet in mass production gasoline can now be made from coal for less than 11¢ a gallon —helped by the fact that by-products can be sold for making benzene, toluene, chemicals for medicines, and explosives—all of which are in critically short supply.

COAL RESERVES PUT AT 1.2 TRILLION TONS.

According to the latest appraisal of the nation's potentially recoverable coal reserves, there are 1.2 trillion tons of coal still in the ground, of which approximately 50% is bituminous, 19% is sub-bituminous, 30% is lignite, and 1% is anthracite. This huge reserve, if mined, would make a coal pile 5 miles high and 50 miles in circumference. Of all of America's recoverable fuel reserves nearly 90% is coal—which portends an ever increasing dependence upon this basic and abundant source of power.

1,000 NEW COAL MINES.

America's coal industry has opened or placed in development 1,000 new mines in the past five years. 220 of these mines have a minimum capacity of 500 tons of coal a day. These new mines have a potential capacity of 280 million tons annually—equal to one-half of the anticipated production of bituminous coal in the United States this year. The potential capacity of these new U. S. mines is more than the year's coal for the entire industry of the vast Soviet Union.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

STATE DEFENSE PLANS

D.C. Meet Feb. 12

STATE civil defense directors will receive a thorough briefing on national communications and other planning Feb. 12 when they convene with officials of the Federal Civil Defense Administration in Washington.

Communications' role as the "nerve system" of the nation's mobilization structure will rank high on the agenda during the one-day session called by Administrator Millard F. Caldwell Jr. to crystallize federal policy and to inform state officials how much help they may expect from the government.

At the same time progress of defense efforts on the state and community level and answers to some of the more baffling problems besetting provincial planners will be aired, with Mr. Caldwell and other FCDA authorities leading the sessions.

Burton To Speak

Functions of the air raid warning systems, communications control centers, the Continental Air Command, the FCC and the civil defense office will be outlined by Robert Burton, FCDA's communications director.

Plans for the session took shape on the heels of Mr. Caldwell's message to the governors of the 48 states, the District of Columbia and U. S. territories, urging them to take action by March 1 to put nationwide CD activities on a "firm footing." He asked them to have a complete program in operation by April 1.

In other developments last week:

● FCDA was readying a revised budget estimate to cover expenditures for communications and other equipment for the remaining portion of the current fiscal year ending June 30.

● The District of Columbia CD office set a meeting for this week, date undetermined, for the purpose of calling together representatives of radio stations, amateur radio operators, public utilities and other interested groups to map plans for defense of the District.

● James J. Wadsworth, deputy administrator, FCDA, reported that radio and television programs will spread information contained in CD booklets for enlightenment of the public.

Mr. Burton's talk is expected to cover many of the points previously outlined by agency officials dealing with "radio silence," issuance of a technical or communications manual, use of amateur frequencies, operation of interceptor commands and control centers, air raid warning signals and devices and operation of mobile systems at the community level [BROADCASTING • TELECASTING, Jan. 15].

The FCDA communications official also is expected to tell state directors that radio stations can play an important part in allaying panic and reuniting families in the event of air attack on the U. S.

The question of funds to finance communications equipment in civilian control centers—whether the state or federal government will shoulder them and how much—appeared to be problematical last week.

The agency last week was to have sent an estimate for the next five months to the Budget Bureau, which in turn will submit it to Congress. Amount for communications was not revealed. A budget request for fiscal 1951-52 will be submitted sometime this spring.

The $32 million originally tabbed for communications appears to have gone out the window in view of fresher estimates, though the initial figure was to have covered a four-year period. Officials said estimates will be submitted each year and felt that no accurate estimate of communications funds could be predicted.

Whether the federal government would assume the full burden of equipment outlays also was held doubtful. Under legislation passed last year by Congress setting up the agency, FCDA was given full latitude to assume a full or partial share of expenditures covering communications at state levels, with the provision they notify Congress when appropriations command its attention. It is held likely that where communications are deemed as "primary" equipment, the government may shoulder the financial load.

D. C. Progress Good

Meanwhile, planning in the District of Columbia has progressed satisfactorily, according to Herbert Friede, D. C. communications superintendent. Already under contract are orders for six transmitters from RCA (two 250 w for command centers, four 50 w for geographical control centers), standby power generators, and 50 to 60 portable "pack" radio sets.

Representing broadcasters at this week's meeting will be Ross Beville, WWDC Washington, who is responsible for phases of broadcast planning, including use of transit radio.

Mr. Friede will sit in on the session and attempt to assign certain tasks to each of the groups represented, and also receive progress reports on current activities. John E. Fondahl, police inspector serving as acting civil defense director for the District, also will attend.

In his message to state governors, Mr. Caldwell urged (1) passage of adequate state civil defense legislation, (2) appointment of a "thoroughly competent, fulltime civilian director, with a capable staff," (3) appropriation of funds for support of CD activities and (4) establishment of an operating agency in every community in each state, territory and the District of Columbia.

"It is essential that civil defense be given a top priority in the legislative programs of the states and territories," Administrator Caldwell told the governors. He called for a recruiting program and integration of fire and police auxiliaries by April 1.

Use of radio-TV programs to spread vital data on atomic attack and health services to the public was outlined by Mr. Wadsworth in a speech before the Canadian Civil Defense Staff College at Ottawa last Monday. He told the group that "every available advertising medium will be used to drive home essential information to the American public." The U. S. has established air raid warning systems, set mutual aid and mobile support programs and is continually studying communications systems, he said.

TAX VICTORY

Ohio Group Gets New Ruling

SUCCESS has capped the efforts of the Ohio Assn. of Broadcasters in seeking a new ruling from state tax authorities on a sales and use tax being levied in connection with transcribed program services and musical library services. A favorable letter of interpretation was the outgrowth of months of negotiations by the OAB's Taxation Committee under the chairmanship of L. A. Pixley, WCOL Columbus.

The letter from Tax Commissioner C. Emory Glander also covered a like tax on films for television.

Comr. Glander pointed out that in the purchase of programs from a program service company the consideration was for a service and not for the rental of a tangible property, and that the service rendered is a greater consideration than whatever tangible personal property is involved. He continued:

. . . programs are on discs to be played by the station purchasing said program. Here, the consideration is for a program service, and not for the rental of tangible personal property, and the tangible personal property is incidental to the service, and hence, it is not subject to the Ohio sales or use tax; providing however that where a contract is involved from which it can be ascertained that a certain portion of the consideration represents rental or purchase of tangible personal property, the tax shall be applied to such portion of the consideration.

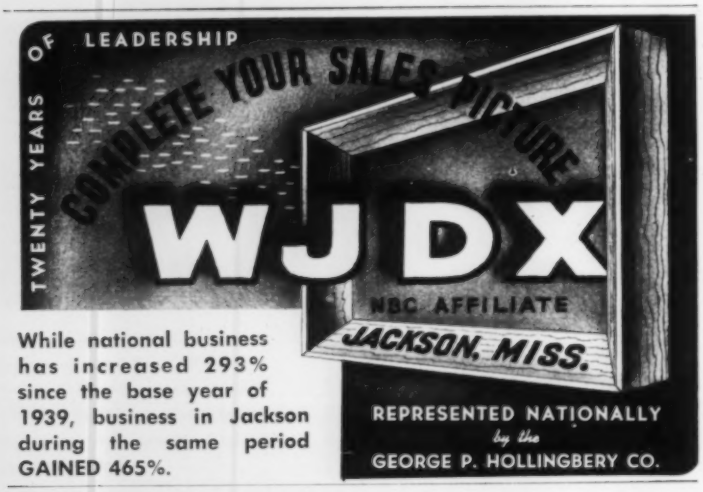
He conceded that in the case of the purchase of a record service from a company which has the exclusive rights to certain artists the transaction is closer to a rental service than the program service. However, Comr. Glander noted that from the facts of the contract involved the charge is made for the rights to use the recordings of certain artists and that the records furnished must be used in a program, hence creating a parallel situation with that involving program services.

Text of Letter

Text of the letter, covering this portion, follows:

The . . . category is the purchase of a record service from a company which company has exclusive rights to recording certain artists, and the distribution of these recordings. The contract provides for a certain number of records initially, with a small number of records furnished periodically. A flat charge is made initially with a monthly charge thereafter. This transaction is closer to a rental than the program service. However

(Continued on page 90)



While national business has increased 293% since the base year of 1939, business in Jackson during the same period GAINED 465%.

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

We are in a state of Emergency. We must build our military strength—and, at the same time, we must keep our economy strong for the long pull. Inflation bleeds both!

Every dollar cut from non-military spending

is a dollar available for defense

—*and a check on Inflation*

Senators and representatives who have studied the matter say non-military expenditures could be cut back 5 to 7 billion dollars without crippling essential Government functions or services.

Every dollar our Government can cut from non-military spending is a dollar saved for the defense effort. It is also a dollar cut from the amount our Government must get from all of us in taxes, or by borrowing. Every dollar so cut helps hold down the demand for goods and services and so helps check inflation.

Your money is at stake

All of us as taxpayers are already feeling the pinch of increased taxes, and there are more ahead. So every one of us has a *personal* stake in how our Government cuts non-military expenditures.

Calling on representatives in Government for economy in non-military spending is one of the most effective ways of aiding defense and combatting inflation—the Sixth Column Enemy.

Of course, cutting back means giving up some things, but this must be done to help pay for defense. The only source from which the Government can get money is the people—and one of those people is *you*.

5 more things that must be done to check inflation—even with price controls

1. **Increase production:** To meet defense needs and provide for civilian necessities.
2. **Support increases in taxes:** To put our Government, as nearly as possible, on a "pay-as-you-go" basis.
3. **Maintain credit curbs:** To reduce the competition for civilian goods.
4. **Increase personal savings:** To provide investment money for greater production and to lessen the demand for goods.
5. **Buy only for real needs:** Overbuying only increases shortages, and adds to the inflationary pressures.

These things won't be easy for any of us to do, especially since we must forego increased wages and profits unless they are based on increases in production. Sacrifices are called for from all of us if we are to keep the Sixth Column Enemy—*INFLATION*—from bleeding our economy.

★ ★ ★ ★

This message is one of a series on Inflation brought to you by the life insurance companies and their agents who believe that to keep America strong is the job of every one of us.

You can help check the Sixth Column Enemy—INFLATION—by doing your part and letting your representatives in Government know that you support action they take along these lines.

Institute of Life Insurance
488 Madison Avenue, New York 22, N. Y.

★ ★ ★ ★

"YOU AINT HEARD NUTHIN YET..."

That's right! . . . You aint heard nothin' till you hear me . . . Ol' Diz . . . on the radio. The New York Yankees has got me signed up to announce their games on television but I'm comin' out with my own personal radio program so folks in the United States can hear me too. I admit I'm a sensayshun in New York but I aim to be heard in every town where they's a radio station. You station managers and agency execs git on the ball . . . send in your order for this weekly transcribed show and your Hooper will rise like a home run ball in the right field bleachers . . . Sign me up quick cause Ol' Diz is ready to start pitchin' . . ."

THE DIZZY DEAN SHOW

Available Now

For

Local or Regional Sponsorship

•

To Be Released April 1 for 26 Weeks

•

GET "BUSY" WITH "DIZZY"

Colson & Co. INC.
351 West Jefferson Dallas, Texas
Phone YAle-5510
HARRY COLSON, President

Write, Wire or Phone for Exclusive Rights in Your Territory

CBS eastern and western executives meet in Chicago for a luncheon sales meeting. Attending were, seated (l to r) Carl Burkland, sales manager, CBS Radio Sales; William Shaw, manager, New York Radio Sales; E. H. Shoma, assistant general manager, WBBM Chicago; Harold Davis, account executive, New York Radio Sales; Ross Merritt, sales service manager, WBBM, and Hugh Stump, manager, San Francisco Radio Sales; standing, Gordon Hayes, manager, Chicago Radio Sales; David Kimble, WBBM sales promotion manager; Ralph Brent, WBBM sales manager; Henry Untermeyer, account executive, New York Radio Sales; Al Morey, WBBM director of program sales, and Al Bland, new WBBM program director.

MATERIALS POLICY *Paley Commission Charts Course*

COURSE of inquiry into the nation's long-range materials problems was charted along preliminary paths last Tuesday as the President's new Materials Policy Commission, headed by CBS Board Chairman William Paley, held its first meeting. The group was received later at the White House by President Truman.

Initial discussions dealt on a broad scale with various fields of inquiry the commission will cover and the various assumptions on which its recommendations will be based when it prepares an advisory report for the Chief Executive.

The group, appointed by President Truman a fortnight ago to survey shortages and other production problems [BROADCASTING • TELECASTING, Jan. 29], stressed that it will make fullest possible use of existing data from pertinent government agencies which deal with the nation's resources.

At the same time, the commission gave the green light to a series of preliminary staff studies for use at a followup meeting slated for Feb. 13. A small staff of experts is being assembled in the interim.

Symington Attends Luncheon

After four of the five members had convened for the first time, the group attended a luncheon at the Shoreham Hotel, where W. Stuart Symington, chairman of the National Security Resources Board and top Presidential advisor, spoke briefly on the opportunities and purposes of the commission. Mr. Paley and his associates then were received by Mr. Truman and administered the oath of office.

At the Tuesday meeting the commissioners were briefed by two NSRB representatives, Spencer S. Shannon, Materials Office, and John Croston, Non-Ferrous Metals. Mr. Paley also met with Cabinet Officials during the week.

The CBS radio executive emphasized that the commission will pursue its duties on a broad general plane, seeking data on materials looking toward protection of supply in the interest of both the national economy and security and fringing over international boundaries as directed by the Chief Executive.

Study All Factors

"We are interested in cutting across commodity lines and studying all factors which tend to impede or stimulate the supply of materials," Mr. Paley stated, adding that one of the preliminary staff studies to get under way soon will touch on commodities. His commission will constantly keep in mind the bridging of existing supply and future requirement needs.

The importance of international developments which would have a tangible effect on U. S. resources over the long-range period also was emphasized. His commission is not an operating agency, he stressed, and will prepare recommendations involving solely government policy.

Staff director of the MPC is Philip Coombs. William Ackerman, CBS New York, has been assisting Mr. Paley since formation of the Presidential commission. New headquarters will be established early this week at 1736 G St., N. W., Washington.

Other members attending Tuesday's formative session, in addition to Mr. Paley, were Arthur Bunker, Edward S. Mason and Eric Hodgins. George R. Brown, another member, was absent.

FIFTY salesmen of RCA Engineering Product Dept., Camden, have been made members of Sales Leaders Club for exceeding quotas during 1950.

VOICE CONTEST

Richards Announces Four Winners

WINNERS in the 1950-51 Voice of Democracy contest—largest in the four-year history of the competition sponsored jointly by NAB, Radio-Television Mfrs. Assn. and the U. S. Chamber of Commerce—were announced last Monday by Robert K. Richards, NAB public affairs director and contest committee chairman.

The four national winners, representing California, Louisiana, Missouri and the District of Columbia, are anxiously eyeing the week of Feb. 17-24 when they will be toasted in Washington and receive $500 college scholarships.

A host of activities have been arranged for the youngsters, including a visit with President Truman; a tour of both Houses of Congress and historic capital sites, and appearance on radio-TV and the Voice of America. An awards luncheon at the Statler Hotel will highlight their stay in the nation's capital.

Presentation of Scholarships

At the luncheon, slated for Feb. 22, Secretary of the Army Frank Pace Jr. will present the scholarships. He will be introduced by Dr. Earl J. McGrath, U. S. Commissioner of Education, who will preside for the second consecutive year as luncheon chairman. Tom Clark, Associate Justice of the Supreme Court, who has been identified with the contest since its inception, is honorary chairman of the 1950-51 competition.

In the contest, endorsed by the U. S. Office of Education, Federal Security Agency, the youths emerged with the best written and voiced broadcast scripts among those submitted by students from over 30,000 high schools throughout the U. S., D. C., Alaska and Puerto Rico. Theme of the competition was the subject, "I Speak for Democracy."

Winners announced by Mr. Richards were Marcia Anne Harmon, Del Rosa, Calif.; Ricardo Romulo, District of Columbia; Norita Newbrough, Baton Rouge, La., and Robert A. Burnett, St. Louis, Mo. They are slated to repeat their winning five-minute scripts before the House of Burgesses while visiting Colonial Williamsburg, the so-called "cradle of democracy."

Judging of finalists and selecting of the four winning entries were handled by a select panel of distinguished American personalities comprised of: FCC Comr. Frieda B. Hennock; H. V. Kaltenborn, NBC commentator; Lowell Thomas, CBS news analyst; Erwin D. Canham, editor of the *Christian Science Monitor;* Frank Pace Jr., Secretary of the Army; Rabbi Norman Gerstenfeld, minister, Washington, D. C.; Miss Corma A. Mowrey, president, National Education Assn., and W. L. Spencer, president, National Assn. of Secondary School Principals.

The judges, like those at the state and regional levels, chose the winning entries by means of transcriptions identified only by code number. The 13 finalists were scored and tallies averaged to determine the winners in the contest, which got underway last October in conjunction with National Radio-Television Week.

State Judging

Competing transcriptions were judged at the state level under the auspices of local radio stations which cooperated with area U. S. Chamber of Commerce chapters and radio dealers to offer special prizes. State judging followed school and community eliminations after 10th, 11th and 12th grade high school students of 51 states and territories wrote five-minute broadcast scripts.

The 51 top transcriptions then were sent to NAB Washington.

'50 A RECORD

For WCCO Billings

WCCO Minneapolis-St. Paul last week disclosed that 1950 was a record year of billing in all categories. The station announced also that 1950 income topped previous highs set during 1949.

Station Manager Gene Wilkey said that gross income during 1950 was 17% above that of 1949 and that 1950 showed an increase of 15% in sale of local time.

According to Carl Ward, WCCO sales manager, summer selling boosted local time sales for the summer quarter by 17.6% and national spot time sales by 11.1%.

Strictly Business

(Continued from page 16)

join WBBM Chicago as a salesman. Two years later he was eastern sales manager for WBBM in New York.

It was from that job, in 1944, that he enlisted in the Marine Corps, emerging as a captain in the Night Fighter Direction Unit.

After the war, Mr. Sutton moved to St. Louis as sales manager for Columbia's outlet there, KMOX. A year later, in 1946, with television creeping rather urgently out of its chrysalis, Mr. Sutton was recalled to New York to help direct its sales growth for CBS. In 1948 he was named general sales manager for CBS-TV, the position he holds today.

Mr. Sutton is married to the former Louisa Powell, and they have one daughter, Marlin, 8 years old. The family lives in its own home in Westport, Conn.

Mr. Sutton's hobbies are skiing, shooting, hunting, fishing and water sports of all kinds. He is a member of the Weston Gun Club.

open mike

Suggests Change

EDITOR:

. . . Why don't you change your style book?"

Set it thus: "Radio-TV"

And you're about due for a cover change:

No charge for these ideas, Sir!

Don Davis
President
WHB Kansas City, Mo.

[EDITOR'S NOTE: Mr. Davis' cogent comment on radio capitalization follows same reasoning as that of W. B. McGill, advertising manager, Westinghouse Radio Stations (BROADCASTING • TELECASTING, Jan. 29). We like Radio-TV. Any further suggestions?]

* * *

Limited Market

EDITOR:

Several years ago the inventor of a "speech-silencer" for deleting commercials from radio programs asked us for an opinion of his product [BROADCASTING • TELECASTING, Jan. 22].

Aside from a natural distaste for any device meant to cut the throat of my good friend, Mr. Commercial Radio, I felt its sale would be limited for the fundamental reason that most people are not interested. To borrow from an article on Snobs in Mr. Luce's *Life*, there just plain aren't enough Radio Snobs to make a market. Not enough people suffer from commercialitis. If and when they do ratings on non-commercial shows will go higher. And don't tell me there aren't any good sustainers.

Suppose we're wrong. Suppose there is a market and millions of the infernal devices are sold. Then this agency for one will weave a thread of music through all its commercials.

Frank Baker
Director Television and Radio
Reincke, Meyer & Finn
Chicago

* * *

Mail Order Comments

EDITOR:

I have been reading, with burning fury, of the "fly-by-night" activities of the "Midland Advertising Agency". . . .

As a former station manager . . . I handled several PI accounts to good advantage . . . selling baby chickens, rose bushes, quilt pieces, flower bulbs, etc., was as much of a pleasure as it was a commercial basis—I knew that I was offering my listeners real, honest-to-goodness mail order values. . . . The advertising game appealed to me so much that I . . . have since started my own little business, operating under Ambassador Advertising Assoc. . . . I handle advertising on a PI basis, but I make it clear to all of my accounts that actual samples of the items offered must be submitted for my approval, and also to the stations and publishers requesting them, and that all items must be offered to be shipped C.O.D. only on a money guarantee if not satisfied offer.

I for one, speaking for the station manager, and the agency head, believe that every agency operating should be forced to make a bond, and that the agency should furnish proper credentials to each state's association of broadcasters as well as to the NAB. More power to BROADCASTING • TELECASTING, and let's hope that the operators of "Midland" land right in the middle of the federal penitentiary.

Jimmy Trippe
Manager Ambassador
Gadsden, Ala.

* * *

EDITOR:

Read with alacrity the stories on "Mail Order Case" in BROADCASTING • TELECASTING, Jan. 8 and 22.

We hope you will make it clear to your readers that the case of Midland Adv. Agency (Christmas tree ornaments) is an exception . . .

There are many agencies like ours who represent accounts in perfectly legitimate mail order deals. Before we take on a client for mail order, we investigate the product, the client and specify, among other things, a rigid shipping schedule, a written money-back guarantee enclosed with the item, etc.

In the course of our contacts with station managers, we also have found them to be more than careful in the kind of deals they accept, and, once they are satisfied, will extend the agency and client every ounce of cooperation in the book.

After all, we are past the stage of PI-deals. We pay the same rates any other advertiser is expected to pay. . . .

Peter T. Wolf, Gen. Mgr.
Morrow Wolf McCann
Longview, Tex.

* * *

Cook Episode

EDITOR:

I read with a great deal of interest an article in BROADCASTING

Lessons In Leadership

For twenty years, the Reeves Soundcraft name has been synonymous with leadership in sound recording media. Such leadership, while it carries great prestige and satisfaction, also imposes obligations and responsibilities.

The lessons in leadership we have learned are these:

REEVES Soundcraft CORP.

10 East 52nd Street, New York 22, N. Y. Export—Reeves Equipment Corp., 10 East 52nd Street, New York 22, N. Y.

• TELECASTING of January 22, on page 72. . . .

Just to keep the record straight, WKY-TV's cameraman was the first and only cameraman to take pictures of Cook in the Tia Juana jail and his delivery to FBI authorities. This film was a WKY-TV exclusive and it was through our courtesy that KFMB-TV was allowed to telecast it. Perhaps you had an opportunity to see the film for we sold it to NBC for inclusion in the Camels news reel. INS and others also purchased copies of our film.

P. A. Sugg, Manager
WKY-AM-TV Oklahoma City

* * *

'Level-Headed' Reports

EDITOR:

. . . You people are . . . keeping industry posted on civil defense matters in a level-headed and factual manner. It is a relief to read this type of reporting after the "scare-head" treatment given this matter by some members of the press.

Charles E. Dewey Jr.
Director of Communications
Office of Civil Defense
State of Missouri
Jefferson City

* * *

Valuable Material

EDITOR:

I just wrote a brief review of "Two Exciting Decades" (which appeared in BROADCASTING • TELECASTING on Oct. 16) for the forthcoming issue of the *Quarterly Journal of Speech*. . . .

. . . I want to tell you that "Two Exciting Decades" was an unusually fine article and I wish that you people would expand it because students of broadcasting find such material to be of real value.

Hale Aarnes, Chairman
Radio Education Dept.
Stephens College,
Columbia, Mo.

SRDS Newsletter

FIRST issue of *CM analyst*, new monthly marketing newsletter, reported that 1950 retail sales in Florida jumped 15.9% over the previous year for the largest percentage gain of any state. By comparison, total 1950 sales increased 10.2% over 1949, with amounts ranging from 8% to 12% for nine basic geographic marketing regions, CM said. The first issue was mailed out the past fortnight to advertising agencies, advertisers, researchers and other groups by the publisher, Standard Rate & Data Service. The four-page letter includes three original statistical tabulations designed for use at top-management level as a guide to market analysis and sales planning, and is a supplement to *Consumer Markets*, firms, annual statistical source book.

WWDC POLICY

Set On MBS Sustainers

A SELECTIVE policy on network sustaining programs is included in the new affiliation agreement between MBS and WWDC Washington, 5 kw independent station which becomes Mutual's Capital outlet in March, it was learned last week.

Under the arrangement, WWDC is expected to allocate certain Mutual daytime and nighttime sustaining programs and also maintain a heavy schedule of its own programs. The agreement probably will enable the station to retain part of its independent flavor through airing of local personalities and yet carry select MBS programs, according to Herman Paris, WWDC commercial manager.

The affiliation, effective March 11, was announced by E. M. Johnson, MBS vice president in charge of station relations, and Ben Strouse, WWDC vice president and general manager [BROADCASTING • TELECASTING, Jan. 29]. WWDC replaces WEAM Arlington, Va., as MBS affiliate.

While the switch is not effective until next month, WEAM last Monday made provision for dropping a few MBS programs, but plans to carry others until March 10.

Howard Stanley, general and commercial manager of WEAM, told BROADCASTING • TELECASTING that disaffiliation from Mutual will enable WEAM to return to independent operation as a "community" station. Additionally it will mean more reasonable advertising rates for local sponsors who seek saturation spot coverage, he said.

At the same time it was revealed that WEAM is proceeding with negotiations to open studio facilities in Washington. These will serve as "auxiliary" studios to the Arlington headquarters.

FACSIMILE RELAY

Daily Use Begins Today

FIRST relaying of multiplexed facsimile service on a regular basis begins today (Feb. 5), following successful tests. Using equipment designed and built by Hogan Labs., journalism students at Columbia U. will make up a four-page daily newscast five days a week which will be sent by STL to WFMN-FM Alpine, N. J., and relayed from there, multiplexed along with Rural Radio Network FM sound programs, to WQAN-FM Scranton and to WHCU-FM Ithaca for broadcast.

A few receivers have been installed in Scranton and Ithaca to receive the experimental broadcasts, which are also experiments in facsimile make-up for the Columbia students. First facsimile newscasts will include a page of news, two pages of weather maps and a page of produce and market quotations.

In Quality The craftsmen using Reeves Soundcraft products know they are the best, we can give them nothing less. The leader cannot compromise on quality.

In Development Reeves Soundcraft has pioneered in the development of many new devices and methods applicable in the sound recording field. Our laboratories are years ahead of our production facilities—and always will be so long as we choose to lead.

In Pricing Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.

REEVES—TWENTY YEARS OF LEADERSHIP IN SOUND ELECTRONICS

Filter tubes • Recording tape and discs • Styli • Electronic accessories

Advertisement

From where I sit
by Joe Marsh

Blue Wins This "Hunt"

Cappy Miller's coon dogs—except for Old Blue—are about the finest hounds in the county. Blue's too friendly and easygoing to care much about hunting. He doesn't act the way we think a good dog should, so we figured he'd never amount to much.

But a fellow comes around Saturday looking for a good dog to photograph for some advertising. And the dog he picks is Blue! Says Blue's happy face is just the one to attract people's attention. So Cappy gets more money for that picture than his other dogs will ever take in hunt prizes.

From where I sit, that should teach us not to look down on humans, when they act differently than we think they should. For instance, maybe you *think tea goes best with food. O.K.—but don't size up wrong the man who enjoys a beer at mealtime.*

Like Blue, I guess we're all "different" in one way or another—but that doesn't mean we don't have our good points, too!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

BMB SUBSCRIBERS *Collection Policy Explained by NAB*

QUESTION of policy governing the collection of outstanding accounts from subscribers to Broadcast Measurement Bureau has been laid before NAB's Research Dept., it was learned last week.

The issue arose in correspondence between a BMB subscriber and Dr. Kenneth Baker, acting BMB president and director of the NAB Research Dept., questioning the coverage service's procedure with respect to delinquent subscribers.

BMB is now in the process of dissolution approved early last year. Incorporation papers for Broadcast Audience Measurement Inc. were filed in Wilmington, Del., looking toward emergence of BAM as the industrywide research coverage firm [BROADCASTING • TELECASTING, May 1, April 24, 1950].

The question of a procedural formula, it was learned, was posed in queries requesting a clarification of the organization's policy—specifically, whether BMB extends a uniform formula to govern all debtor-subscribers.

Attach Accounts

Explaining BMB procedure, Dr. Baker stated the organization has followed the same formula with respect to all outstanding debts on the basis of signed contracts—that of attaching accounts of station and other subscribers through an attorney.

The NAB research director observed that between 85 and 90 stations currently are delinquent, a situation which has existed to some extent since last May, with unpaid collections ranging in the neighborhood of $33,000. It was estimated that a "small percentage" of these stations are NAB members.

Without alluding specifically to the query received by his office, Dr. Baker stressed that this is "not a situation that is unique," citing a similar situation among transcription, film producer, station representative and other fields to which broadcasters subscribe.

Dr. Baker made plain that BMB has been equally diligent in acting against NAB and non-NAB members and pointed out that legally there is every reason why BMB could not distinguish between either group. BMB currently owes NAB roughly $100,000.

Complicating the picture at this time is BMB's unresolved tax status. The coverage firm is still awaiting a court ruling on its plea that it is a non-profit organization and therefore should be not taxable as a corporation.

First meeting of the board of directors of BAM, BMB's successor, was held last November in New York where the board elected officers and named two organizational committees to map BAM planning. At the same time BMB officers were asked to begin dissolution activities. NAB board of directors had earlier approved a sum not to exceed $5,000 for organizational expenses.

RADIO FAMILIES

41,902,700 Jan. 1—NAB

TOTAL radio families in the United States as of Jan. 1, 1951, was 41,902,700, representing a numerical increase of 1,201,000 families over the Jan. 1, 1950, figure, NAB estimated last Tuesday.

Describing the boost as a "tremendous expansion," NAB said it had based its current estimate on preliminary totals made available by *Sales Management* showing a total-family count of 44,108,100. The accepted 95% radio ownership ratio was applied to the magazine's figures to arrive at the 41 million-plus figure. The magazine's estimate has been publicized in the industry in past weeks.

Dr. Kenneth Baker, director of the NAB Research Dept., who issued the new estimate, reminded users that the 95% ratio is based on a comprehensive 1948 BMB survey showing a 94.2% ratio.

The industry generally agreed to accept the figure pending correction by the Census Bureau, which plans to release an official count on radio-TV homes later this year.

HOLD CLINIC

On Religious Programming

BROADCASTERS and ministers joined efforts last fortnight at the Roanoke Ministers Conference with an aim toward improving present religious programming in the Virginia city.

Among those who took part in the radio clinic were Miss Elinor Jennings, former director of religious broadcasts for CBS, and Roanoke station managers, Ray Jordan, WDBJ; Frank Koehler, WROV, and James Moore, WSLS; Gordon Phillips, assistant WROV manager, and Bill Ashworth, WSLS promotion manager.

AD AWARD JUDGES

Three Named by AFA

ADVERTISING WOMAN of the year for 1951 will be chosen by a panel of judges which includes Bernard (Ben) Duffy, president of BBDO; Fred O. Bohen, president, Meredith Publishing Co., Des Moines, and A. B. Penny, Humble Oil & Refining Co., Houston.

The award is made annually by the Advertising Federation of America's Council on Women's Advertising Clubs and will be presented at its convention in St. Louis, June 10-13.

GUY MITCHELL (center), rising young vocalist, signs an exclusive contract with Associated Program Service. Beaming approval are Andy Wiswell (l), vice president in charge of recording, and Maurice B. Mitchell (r), no relation, vice president and general manager.

PLEDGES ASKED

Of 'Goodwill' Employes

JOHN F. PATT, president of the G. A. Richards stations, announced last week that within 24 hours after employes were asked to sign loyalty pledges, the stations reported virtually 100% response. Stations include WJR Detroit, WGAR Cleveland and KMPC Los Angeles.

The stations explained that the questions asked of employes are identical to those appearing in the Civil Service Commission application for federal employment.

Mr. Patt stated that the action was taken by him jointly with general managers Worth Kramer, WJR; Carl George, WGAR, and Robert Reynolds, KMPC.

"In view of the national situation, we believe this is a good time to stand up and be counted," declared Mr. Patt.

"In this respect we want to place the Goodwill Stations in the good company of other industry leaders who have taken similar steps to assure themselves and their listeners of the full support of their staffs in behalf of America's mobilization program."

CBS Loyalty Dismissal

CBS girl office employe whose identity was withheld, has been dismissed for refusal to sign a loyalty statement asking about subversive organization membership [BROADCASTING • TELECASTING, Jan. 24]. The first CBS employe so dismissed as far as is known, she said she was not a member of any union but objected on principle; that she never had been a member of any organization listed as subversive by the U.S. Attorney General. Joseph H. Ream, CBS executive vice president, said dismissal of non-signers was the "only way to make it work"; that unless there was some "compelling reason" (and he could think of none at time), no exceptions would be made.

STATE BILLS

Affect Sales Tax, DST

TWO BILLS that would create new problems for advertising in general and radio in particular are under consideration by the Washington State Legislature, currently in biennial session at Olympia. One would forbid local option on daylight saving time while the other would extend the state's sales tax to advertising.

The time bill provides:

No county, city or other political subdivision of this state shall adopt any provision for the observance of daylight saving time, except pursuant to a gubernatorial proclamation declaring an emergency and authorizing such adoption, or unless federal authorities shall establish daylight saving time upon a national basis.

Network affiliates throughout the state would be particularly hard hit by the measure, because of their need to tie in their program schedules with eastern releases. The bill would negate a decision by Seattle voters in 1949, concurred in by most surrounding municipalities, to establish "fast time" on the same schedule as prevails in eastern metropolitan areas.

The other bill, amending the state's 3% sales tax law, would extend the provisions of the law to "the sale of or charges paid for the dissemination or distribution of advertising or advertising material" by any advertising medium, specifically including radio and television.

The latter measure is opposed by the Advertising and Sales Club of Seattle, which has observed: "Advertising is the greatest single stimulator of revenue from the sales tax as it exists now. To impose the tax on advertising would tend to diminish the efficacy of this stimulant."

The Washington State Assn. of Broadcasters is preparing several bills of its own BROADCASTING • TELECASTING was informed last week by Carl Downing, WSAB executive secretary and manager of its Radio News Bureau in Olympia. The association's Legislative Committee, under the chairmanship of Tom Olsen, president and general manager of KGY Olympia, currently is studying the bills already submitted.

KDKD CONSTRUCTION

Plans March Start

A MODERN combination studio-transmitter building for the new daytimer, KDKD Clinton, Mo., is nearing completion. Station expects to go on the air late next month.

The 1 kw outlet on 1280 kc is owned by David M. Segal, owner of the Cotton Belt Group (KTFS KDMS WGVM), and Lee E. Baker, chief engineer, KICK Springfield, Mo. It is expected that staff plans will be announced shortly.

Modern Pied Piper Leads Listeners to Action

Over a year ago Fulton Lewis, Jr. was the driving force behind the spare-time community construction of a pipe organ for his home-town church. *Guideposts* magazine told the warming story in December, 1950. Copies of the issue were offered * to listeners of the Fulton Lewis, Jr. program. *Result:* More than 200,000 requests to date, and more arriving daily.

As Mr. A. H. Warne, president of Bohman-Warne, Inc. (Lewis sponsor on WJEJ, Hagerstown, Md.) wrote:

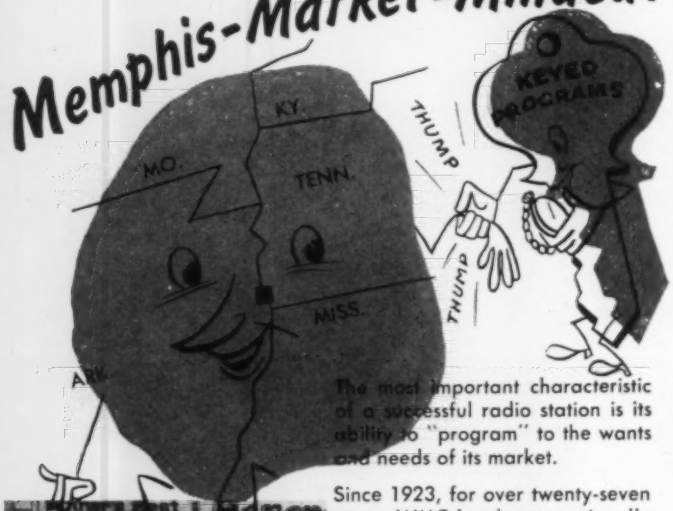
> "I've heard you called many names (complimentary and otherwise) during your years on the air, but not until I read *Guideposts* did I know you were 'The Modern Pied Piper.' We were overwhelmed by requests for the pipe organ story. We are proud to have the privilege of sponsoring your daily broadcast, and in so doing, connect our name with one so highly regarded by a listening public."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

* *Your local MBS outlet will supply copies upon request.*

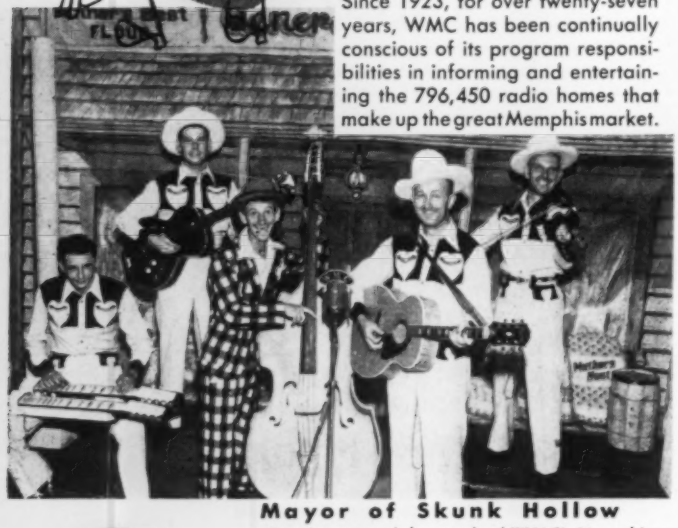
WMC is

Memphis-Market-Minded!



The most important characteristic of a successful radio station is its ability to "program" to the wants and needs of its market.

Since 1923, for over twenty-seven years, WMC has been continually conscious of its program responsibilities in informing and entertaining the 796,450 radio homes that make up the great Memphis market.



Mayor of Skunk Hollow

Here is a successful example of WMC's Memphis Market-Mindedness! Since 1943, Slim Rhodes and his Mother's Best Mountaineers have broadcast continuously over WMC five quarter-hour programs a week for an imposing total of 1,990 quarter hour periods.

—and here's what the sponsor thinks of it!

"Slim Rhodes and his Mother's Best Mountaineers have been a vital factor in making Mother's Best Flour a Mid-South favorite.

"The fine reception our program has enjoyed for nearly ten years is reflected in our sales figures for this area."

(Signed) R. W. Vollmer
Southern Sales Manager
Nebraska Consolidated Mills

WMC
MEMPHIS
NBC—5000
WATTS—790

WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

National Representatives, The Branham Company

AD CRACKDOWN

FTC Issues Defense Policy Warning

FOOD and drug advertisers last week were mulling the implications of a threatened crackdown on advertisements of so-called "doubtful appeal" in view of shortages of critical materials.

The warning was contained in a twin-fold "anti-deceptive" advertising and "anti-monopoly" policy statement issued Jan. 26 by FTC Chairman James Mead. The directive charted the course the commission's divisions are expected to follow with respect to certain practices during the present emergency mobilization period, and touches on foods, drugs and other therapeutic products.

Meanwhile, FTC authorities scotched published reports involving complaints of drug firms that the commission had embarked on a long range plan which would overlap the jurisdictional field of the Food & Drug Administration. Some firms felt that, conceivably, if carried to the extreme, FTC policy would result in the necessity of purchasers obtaining prescriptions from doctors for certain drugs.

Commission authorities categorically denying the charges, made plain that there is no question of jurisdiction. They pointed out that FTC concerns itself with the truth of advertising claims, while Food & Drug concerns itself with labeling.

Urges Protection

Warning against "opportunists in the business world," Chairman Mead called on the commission to protect the "health and pocketbooks" of civilians "against the false and fraudulent claims of unscrupulous advertisers," and to maintain constant surveillance over advertisements dealing with critical materials.

The Radio and Periodical Advertising Division, Chairman Mead stated, citing its continuing survey of radio and other media copy, "will give particular attention to advertising appeals of doubtful appeal which are related to the mobilization effort."

The division will report to the full commission on advertisements "that appear to contain improper references to defense production, the public health, price rises or trends and critical materials." Advertisements which "misrepresent" materials as scarce or their quality as "better than formerly offered" also will be scrutinized, he added.

Anti-Monopoly Work

With respect to anti-monopoly work, Chairman Mead felt that, in view of World War I and II experiences, "unfair acts, practices and methods in connection with obtaining defense contracts will be employed more extensively as the letting of such contracts expands." When government calls for more output from industrial concerns, he noted, some concerns shift their emphasis to securing preferred position on government work.

The FTC defense emergency statement followed within a fortnight a previous enunciation of policy laid down by the commission with respect to use of injunctive powers in food and drug cases. It promised to seek injunctive relief in cases involving alleged false advertising of drug and food firms which threaten "irreparable and substantial financial injury" and where the public interest "requires such action" [BROADCASTING • TELECASTING, Jan. 15].

CLEAN COPY

Radio-TV Top Other Media

FEWER radio and television continuities were set aside in December by the Federal Trade Commission as being "possibly false and misleading" than any other media advertisements, it was revealed by FTC. On the basis of figures reported by FTC's Radio and Periodical Advertising Division, audio-visual media fared better proportionately than newspaper copy.

Of 9,795 radio continuities examined last month, only 373 (or 3.8%) were set aside for further study. Television continuities totaled 2,056, of which 62 (or 3%) were cited as being questionable. Newspapers rated a 4%, with 645 ads out of 13,433 set aside.

OWEN NAMED

To Stabilization Post

HENRY B. OWEN, president of KING Broadcasting Co., licensee of KING-AM-TV-FM Seattle, Wash., has accepted appointment as director of the Pacific Northwest Region 13 price stabilization office. He was slated to open district and regional offices for Washington, Oregon and Idaho early last week.

Mr. Owen was appointed a consultant Jan. 25 by Michael V. DiSalle, director of the Office of Price Stabilization (Economic Stabilization Agency). While Mr. DiSalle stressed that the appointment was only temporary, Mr. Owen told BROADCASTING • TELECASTING that he had accepted the director's post, subject to clearance by government authorities. Thirteen other regional consultants also were either named or slated for appointment.

The radio executive was in Washington the past fortnight and attended government price orientation courses held for consultants at the Shoreham Hotel. Region 13 information headquarters will be located in the National Bank of Commerce Bldg., 1110 Second Ave., Seattle.

VINYLITE

Supply Ample—Benedito

THE CRITICAL shortages of vinylite which so beset the manufacturers of transcriptions during World War II are not likely to be repeated during the present emergency period, according to J. D. Benedito, manager of the extrusion and molding material division, thermo-plastic department, Bakelite Div., Union Carbide & Carbon Co., producer of vinylite.

Queried last week by BROADCASTING • TELECASTING following the disclosure that some recording companies have begun asking stations to return old transcriptions so that they may be broken up for reprocessing, Mr. Benedito said that his company is now supplying its customers at the same rate as during the first half of 1950, despite the fact that defense orders are being received, and that so far as he can foresee now, there are no indications that the defense program will cut farther into the supply of vinyl resins.

Disavowing any access to a crystal ball and noting that the situation could change overnight, Mr. Benedito said that the shortages of vinylite in the early years of World War II were due largely to the requirements of the intensive shipbuilding program of those years, which is not being duplicated today. Since the war, he said, the production of vinylite has more than doubled and if the situation continues as it is today there should be no critical shortages, despite the fact that vinylite today is used in the production of 33⅓ and 45 rpm phonograph records as well as in transcriptions. What shortage there is, is due to a lack of basic materials, primarily chlorine, he explained, and not to production capacity.

Sees No Change

Recording companies can depend on getting about the same amount of new vinylite as they did a year ago, he said, barring an unforeseen change in the defense requirements picture. If they want to expand their 1951 production beyond the 1950 rate, the collection of old recordings for reprocessing should be helpful, he stated.

DRAFT REVISION

Would Affect Technicians

CONGRESSIONAL controversy over whether to draft 18-year-old youths into the armed services will have a substantial effect on deferments of technicians, engineers and other skilled manpower, Defense Dept. officials have indicated the past fortnight.

Mrs. Anna Rosenberg, Assistant Secretary of Defense, told the House Armed Services Committee during manpower hearings that a 18-19 age draft policy "could allow a larger number of deferments than would otherwise be possible" in the technical and engineering categories. Occupational deferments now granted in key industries would have to be curtailed if the youths are not made available, she stated.

Moreover, she told the committee, failure to conscript them would endanger the draft-exempt status of World War II veterans, and also make it necessary to cancel deferments for fathers and husbands in the 19-26 group.

The Assistant Defense Secretary, questioned about the department's reserve policy, said a new policy has been evolved whereby inactive reservists are called after active reservists, all with 30 days notice.

The importance of skilled personnel in the military picture has been stressed again by the U. S. Air Force, which recently appealed for officer specialists in electronics and communications and for airmen qualified in radio and radar maintenance and communications.

MILTON Q. FORD (l), disc jockey for WWDC Washington, D. C., discusses with Frank Beck, cartoonist, the Feb. 14 return to Mr. Beck's comic strip, "Bo," of Mr. Ford's parrot, "Richard." Last year Mr. Ford and his parrot were featured in the syndicated strip (350 papers) for three months. The parrot has been featured on Mr. Ford's shows for two years. "Richard" operates in front of a live mike and interjects remarks during the show.

KCUL HOMERS

To Air Ft. Worth Baseball

TEXAS LEAGUE baseball games of the Fort Worth Cats, which for four years have been broadcast over KXOL Fort Worth, will be heard over KCUL Fort Worth during the upcoming season, it was announced last week.

W. Bruce Chambers Jr., KCUL president and general manager, and Homer Hogan, KCUL commercial manager, added that the baseball announcing job still was open. Russ N. Lamb, general manager, said that major league broadcasts "will keep us big in the sports picture."

John Reeves, Fort Worth Baseball Club president, said that bids had been received from both stations but that the contract had been given to KCUL because of "quantum merit." KCUL has power of 5 kw. Broadcasts begin April 10.

THE BRANHAM COMPANY

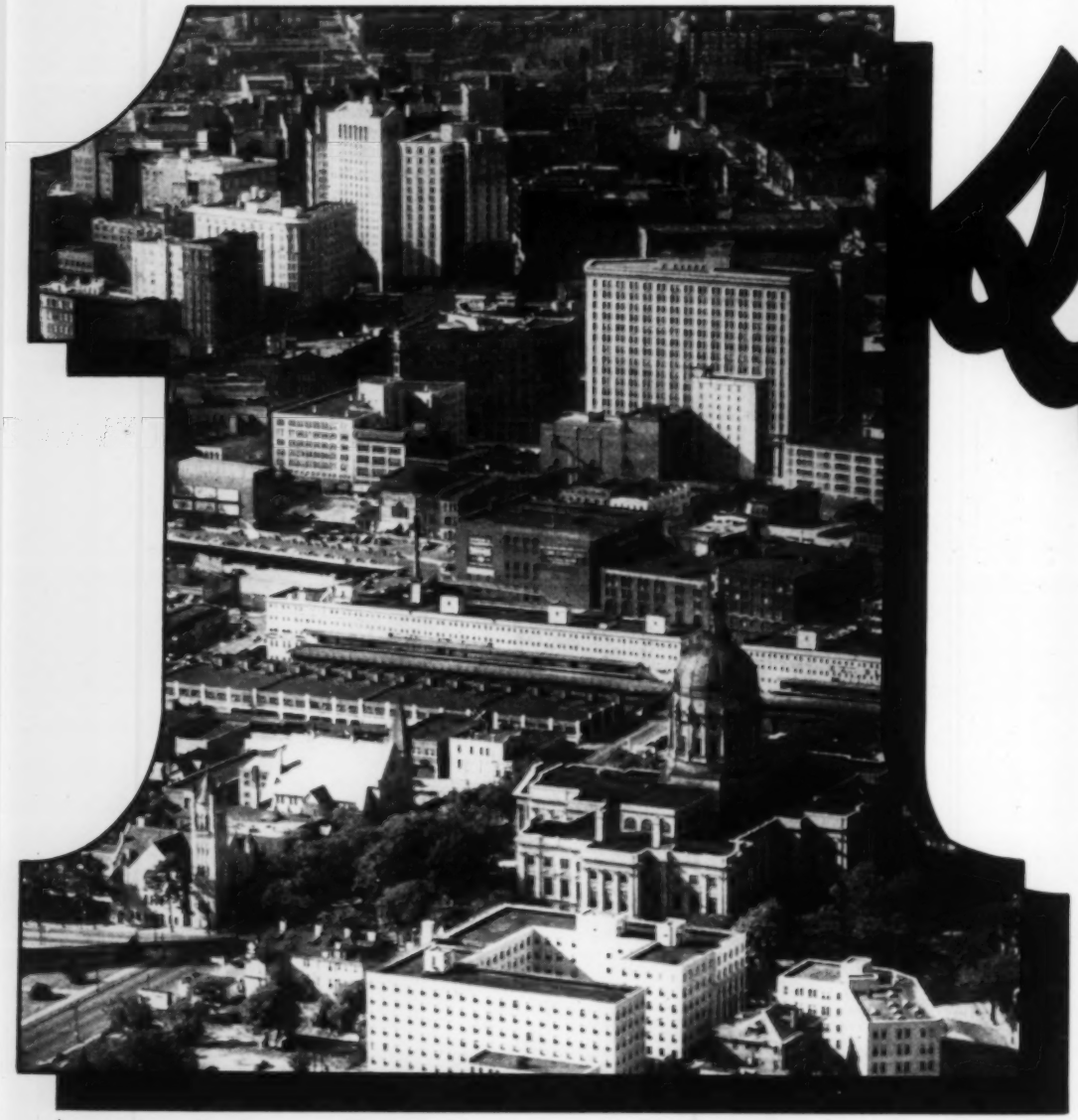
representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

	RADIO
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

	TELEVISION
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

ATLANTA



1st TEST MARKET IN AMERICA

CITIES 250,000 TO 500,000 POPULATION

(Sales Management Test Market Survey—Nov. 10, 1950)

There are many reasons why Atlanta, distribution center of the southeast, rates as the first test market in its population group. Most important to you is its enormous retail buying power—over $500,000,000 worth last year. Smart advertisers sell this wealthy market most effectively by using the stations Atlantans listen to and believe in . . .

waga

★AM·FM·★TV·

The loyalty and response of WAGA's vast listening audience make it Atlanta's top station for sales results. WAGA, with the finest in entertainment, look-ahead programming and spirited public service, delivers your sales message with an impact which makes WAGA and WAGA-TV Atlanta's best radio and television buys.

Tops in everything that attracts and holds listeners, all Fort Industry stations, listed below, are geared to put your message across to the responsive audience in their respective markets. For sure-fire sales results, your best radio and television buy is any Fort Industry station.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

editorial

Listener Faith

THE POWER of radio advertising is made embarrassingly obvious when the medium is shabbily used, as witness the mail-order campaign placed by the now-vanished Midland Agency of New York.

Midland contracted for spots for several $1 Christmas items. These were straight contracts for the purchase of time at card rates, and to that extent there was little reason for the stations that accepted the business to suspect they were not legitimate.

But the transcribed announcements that Midland supplied should, we think, have caused thoughtful broadcasters to wonder whether such a bounty of toys or Christmas ornaments as the announcements described could, in fact, be sold these days for as little as $1.

The announcements, however, were used by many stations—with the inevitable result that large numbers of orders for the merchandise, including the money to pay for it, were received. The Midland episode ended with three undesirable consequences:

(1) Stations were not paid for the time that Midland had ordered;
(2) Many listeners were disappointed in the quality of the merchandise when it arrived;
(3) Some other listeners never received the merchandise or a return of their money.

The loss of reputation suffered by the stations that were taken in by Midland will, we fear, be far bigger than the loss of payment for their time or losses that they suffered by refunding from their own pockets the money to dissatisfied listeners. People who get stung are less apt to place the blame on the advertisers than on the station over which they heard it.

Fortunately, such incidents are rare. The phrase "I heard it on the radio" has come to be accepted as gospel. Radio and TV cannot afford to have their good names besmirched.

The chances of stations' being euchered into fraudulent advertising would, of course, be considerably reduced if an active agency-recognition system existed in radio-TV. On occasions when the question of establishing such an organization has arisen, broadcasters have seemed disinterested. Most stations can spot a phoney from his stationery or his approach. Yet, lots of old heads were taken in by the evaporated Midland of New York (not to be confused with the reputable Midland of Cincinnati).

In the absence of a central bureau, broadcasters must be their own policemen. They must guard against not only their own victimization at the hands of unscrupulous agencies but also, and more important in the long run, the victimization of their audiences.

Listener faith is the most important possession a broadcaster can have. It is his going concern and good will.

IF THERE are those who fear for radio's future as an advertising medium, we happily commend to them the address of Mr. Lloyd Venard, vice president of the O. L. Taylor Co., before the South Carolina Broadcasters Assn. "The world's greatest advertising medium," he calls radio, and marshals facts and analogies to prove his argument that its future is greater even than its past. His speech, reported elsewhere in these pages, is a ringing demonstration that the bell tolls not for radio, but for the notion that its future is behind it.

Televigilance Needed

THE FCC, which frequently has trouble with semantics in cases of this kind, no doubt will be eager to deny that what it has in mind is a Blue Book on program principles for television.

We refer, of course, to its 5-to-1 decision to hold "a public conference . . . for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry" [BROADCASTING • TELECASTING, Jan. 29, 22; also, story this issue].

Symptomatically, the words "programs" and "programming" are found nowhere in the Commission's short announcement. FCC prefers to call it, with a rhetorical flourish, a discussion which "will relate generally to the role of television in serving the needs and interests of the public."

So it means programs.

Broadcasters who went through the battle of the 1946 AM Blue Book will know what this involves. Whatever form it takes, whatever name the FCC gives it, whatever FCC says it is not, it is patently another bald intrusion by a government agency into the program field—a field on which Congress has clearly posted: "No Trespassing."

Admittedly there is plenty of room for betterment in television programming. Admittedly some stations, particularly in one-station markets, have allowed program structure to get out of balance. Admittedly taste has been open to challenge in some instances, and selection of hours for certain types of program has been questionable.

The fact remains that, by Congressional mandate, this is none of FCC's business. It is a matter between a station and its audience. FCC may be sure that the complaints it says it has received are not a handful, when compared to the millions who see television and like what they see. FCC must also recognize and take into account—and we believe that most FCC members do—the fact that television is young and still growing. And it's improving as it grows.

If there is anything good about the Commission's venture, it is the conference procedure to be followed, and the fact that television broadcasters may be prompted toward self-examination—which is, of course, the only proper source of improvement.

The 1946 AM Blue Book was born full-grown and thrust upon a stunned art. Its 1951 TV counterpart may be no less grotesque. At least, as a result of the conference which FCC has promised, the Commission will have the benefit of telecasters' views during the gestation period.

Television broadcasters may well take a lesson from FCC's just-completed hearing on proposals to set aside TV channels for educational institutions to use at some vague future date. General service broadcasters almost let that one go by default. CBS President Frank Stanton and NAB President Justin Miller may particularly be thanked for balancing FCC's hearing record to the point where, by the time the sessions were over, the Commission had heard both sides of the question and not just the professional educator's pitch.

There can be no default, or near default, on the forthcoming TV program conference. The time to start preparation is now. Self-improvement is a good starting point, but it will take more than that. Facts, persuasive argument, and solid determination to resist governmental encroachment will all be needed. Broadcasters must know by now that in these bureaucratic times, vigilance alone, though it be eternal, is not quite enough to keep radio free.

our respects to:

EDWARD COOPER

SUBSEQUENT events prove that Burton K. Wheeler was a sound judge of character when he bluntly labelled Edward Cooper "a man of good sense" back in 1938.

In that year, Mr. Wheeler, then U. S. Senator from Montana and a Democrat, was in search of a man who could provide the necessary spark to a staff investigation of domestic telegraph companies begun by a Senate Interstate & Foreign Commerce subcommittee.

Ed Cooper was managing editor of the *Congressional Intelligencer*, a factual Washington news service. He was also a contributor to a number of magazines and was Washington correspondent for the *Literary Digest*. At best, Mr. Cooper considered himself a competent news writer and a proven reporter.

That's what he told the Senator. But Senate Commerce Committee Chairman Wheeler brushed aside Mr. Cooper's doubts saying, "You're a man of good sense; that's who we need for the job." And Ed Cooper was hired, after obtaining a leave of absence from the *Intelligencer*—a leave that became permanent.

The two-year probe was conducted in a thorough manner that has become characteristic of Mr. Cooper's work. He supervised hearings, prepared the official report and beaverishly put together recommendations of the committee which were submitted to the Senate. They became part of the Domestic Merger Act.

This was the prelude to more strenuous legislative studies ahead, culminating in his appointment as communications specialist on the professional staff of the Senate Commerce Committee, a position created in the Congressional Reorganization Act of 1948. For the past 10 years Mr. Cooper has, in fact, been concentrating on communications.

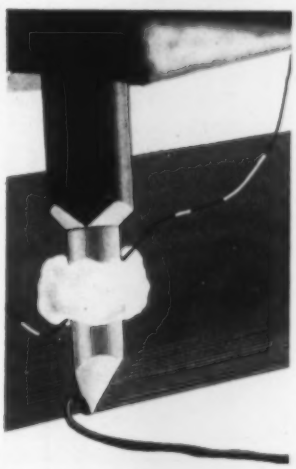
On Feb. 1, Mr. Cooper assumed a position that will test the knowledge and experience gained in the legislative field in his decade of study and hard work as key radio staff man on the Senate commerce committee. His new job places him on the staff of the Senate Majority Policy Committee directed by Majority Leader Ernest W. McFarland (D-Ariz.), with whom Mr. Cooper had long been associated while the Senator was (and still is) chairman of the Commerce radio-communications subcommittee.

While not directly engaged in communications activities in his new post, Mr. Cooper will have a sharp interest in radio, an interest

(Continued on page 53)

NEW METHOD OF RECORDING AT WFAA BRINGS YOU

Mac Jeffus, veteran recording engineer, tapes a show on the new Ampex Recorder with no loss of quality.



Electrically heated hot stylus needle grooves the master disc as smoothly as a warm knife cuts butter.

CLARITY OF LIVE RADIO through elimination of background and surface noise with no loss in tone quality.

ECONOMY OF PRODUCTION TIME AND EXPENSE... Use of new Ampex Recorder permits editing, eliminates flubs without cutting additional discs. Live show is first taped on Ampex Recorder then transferred to the master disc using the new electrically heated hot stylus needle.

POSSIBLE RE-USE OF MATERIAL as the new Ampex Recorder tape may be combined with portions of previous transcriptions to produce new effects without developing entire new commercials or show.

IDEAL METHOD FOR SPOTS OR AUDITION PLATTERS as editing permits maximum showmanship, takes pressure off the talent and conserves production time and expense. Adequate facilities for delivering top-quality copies overnight.

WFAA-820
NBC, TQN
50,000 WATTS

WFAA-570
ABC, TQN
5,000 WATTS

Martin B. Campbell, General Manager
OFFICES: 1122 JACKSON STREET DALLAS, TEXAS

Radio Services of the Dallas Morning News

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

front office

PAUL C. LOUTHER, program director WVET Rochester, N. Y., elected vice president. He will continue as program director.

Mr. Louther

HEBER SMITH appointed to local sales staff KNBC San Francisco replacing LON KING, resigned [BROADCASTING • TELECASTING, Jan 22]. He was with KJBS San Francisco.

FRANK E. SHAFFER, general manager WJER Dover, Ohio, to WEIR Steubenville in similar capacity.

HARRY H. HAYES, New England and New York City representative *Standard Rate & Data*, to KWBU Corpus Christi as manager.

RUTH E. KEWDER, ABC Chicago, to Bulmer & Johnson Inc., Minneapolis, as executive secretary.

WALTER DUNCAN, sales manager WPIX (TV) New York, to Paul H. Raymer Co. to assist Mr. Raymer in both radio and TV.

BOB DEAN, commercial manager WIKK Erie, Pa., to WJMO Cleveland as account executive.

MERLE S. JONES, general manager Columbia Pacific Network, KNX and KTSL(TV) Hollywood, moves to temporary offices in KTSL studios in Don Lee Network Bldg., 1313 N. Vine St. pending completion of his own offices at that address. WILBUR S. EDWARDS last week began his new duties as director of CPN and KNX, moving into Mr. Jones' former offices at Columbia Square.

EUGENE R. MYERS, time salesman WTAM-AM-FM and WNBK(TV) Cleveland, appointed sales manager WTAM. JOHN M. McINTOSH Jr. appointed to WTAM sales staff.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Chief sure mixum heap strong potion
Catchum plenty sales for you
Merchandising and Promotion—
Cleveland's strongest signal too!"

GOOD MEDICINE FOR INCREASED SALES

Use WJW—Greater Cleveland's most merchandising-minded, promotion-minded station—for quick sales results!

BILL O'NEIL
PRESIDENT

CLEVELAND'S *Chief* STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

NORMAN J. OSTBY, sales service manager Don Lee Broadcasting System, Hollywood, takes on additional duties of director of station relations. He replaces PATRICK W. CAMPBELL, resigned [BROADCASTING • TELECASTING, Jan. 29].

Mr. Ostby

MICHAEL DANN, NBC trade news editor, appointed to NBC-TV sales staff as coordinator of program package sales, effective Feb. 7.

BENNETT O. SCOTT, account executive WIND Chicago, appointed local sales manager.

CHARLES F. DOLAN, account executive Leech Adv. Co., Cleveland, to WJMO Cleveland as director of commercial department.

BERNEICE SAMUELS, CBS Hollywood engineering department, to sales department CBS Pacific Network and KNX Hollywood

WAYNE GRIFFIN named sales manager KSVP Artesia, N. M.

H-R Representatives Inc., N. Y., appointed representative for KMMJ Grand Island, Neb. (ABC affiliate), effective March 1.

ORATHA FREEMAN appointed to sales staff KGWA Enid, Okla.

MARION HARRIS, one-time manager KFSD San Diego and more recently in insurance business, to KFI Los Angeles as account executive. He replaces ARNOLD J. KAPAN, shifted to KFI-TV sales.

JOSEPH B. HALL, president Kroger Co., Cincinnati (grocery chain), elected last week as member of board of Avco Mfg. Co. Crosley Broadcasting Corp. is subsidiary of Avco.

ROGER SPAUGH, chief engineer KOOS Coos Bay, Ore., resigns. He has purchased part interest in KFIR North Bend, Ore., where he will be chief engineer and director of operations. His wife, SARA SPAUGH, KOOS traffic and program manager, to KFIR in similar capacity.

ADAM J. YOUNG Jr. Inc., appointed U. S. representative for Radio Distribution Ltd., Bridgeton, Barbados, B. W. I. Details will be handled by international division of Young Inc., N. Y.

NATIONAL BROADCAST SALES, Toronto, station representative, moves to 88 Richmond St. W., Toronto. HARRY R. McLAY appointed office manager and WILLIAM MULLETT, formerly of Vancouver, appointed to sales staff.

CHARLES J. RUDD, manager, and KENNETH HUTCHESON, commercial manager CJAV Port Alberni, purchase half interest in station.

RALPH DAWSON, WJR Detroit, to sales staff WXYZ same city. JOHN G. LYON, WXEL Royal Oak, also to WXYZ sales staff.

WALTER MILES, manager W. S. Grant Co., L. A. (radio representatives), to Pacific Regional Network L. A., as account executive.

Personals . . .

HUGH B. TERRY, vice president and general manager KLZ Denver, elected to board of directors Industrial Federal Savings and Loan Assn. of Denver. . . . PHILIP G. LASKY, vice president and general manager KSFO and KPIX(TV) San Francisco, recovering from illness. . . . WILLIAM HOLM, general manager WLPO La Salle, Ill., will speak on "Using the Right Medium in the Right Way" at U. of Illinois' 50th annual Farm and Home Week. . . . ANGUS D. PFAFF, general manager of WNMP Evanston, Ill., father of girl, Elizabeth, Jan. 24. . . . J. LEONARD REINSCH, managing director Cox radio-TV operations (WSB-AM-TV, WHIO-AM-TV, WIOD) in Dayton on business. . . . FRANK GAITHER, commercial manager WSB-AM-TV Atlanta, in New York on station business . . . ROGER W. CLIPP, general manager WFIL-AM-TV Philadelphia, will be honored Feb. 11 as "Citizen of the Month" by Philadelphia lodge of the Moose. He was chosen for "his achievement, accomplishment and leadership in the field of television."

WILS Lansing's Most Powerful Station

STONE NAMED

New KPHO General Manager

HARRY STONE, radio pioneer formerly of WSM Nashville, has been appointed general manager at KPHO-AM-TV Phoenix. This announcement was received last week from John C. Mullins, president of the Arizona stations.

Mr. Stone

Mr. Stone resigned from the Nashville station Oct. 1 because of poor health. He had been WSM vice president and general manager and served 22 years with the station.

In 1922, Mr. Stone entered the then new field of radio when he helped construct WCBQ, Nashville's first station. At the outset of WCBQ's operations, he served as the announcing staff, program director and press agent.

A year later he took a job as set salesman for a local store, and in 1924, when the station was sold and the call letters changed to WBAW, he was called in to become commercial manager. He was instrumental in selling Maxwell House Coffee Co. its first radio show.

In 1928 Mr. Stone joined WSM, which had been established by the National Life & Accident Insurance Co., and in 1932 was made general manager.

He has been closely identified with the *Grand Ole Opry* program almost from its birth, and was its only announcer and emcee for years. Many entertainers of national prominence such as James Melton and Dinah Shore can trace their starts up the ladder of fame to him.

Mr. Stone is a former chairman of NBC's Station Planning and Advisory Committee and also was first chairman of the Clear Channel Group (later CCBS) of stations. He was named president of the Tennessee Associated Press Broadcasters when that unit was formed last fall.

TAPPING at the source, WWL New Orleans Sportscaster Bill Brengel interviews officials of the Jackson Brewing Co. and the Fitzgerald Advertising Agency at the annual "Bock Beer" party held in the well-known Jax Stein Room. Recordings made were used on Mr. Brengel's *World of Sports* which Jax has sponsored for the past eight years. Present were (l to r) Robert J. Fabacher, Jax advertising director; Mr. Brengel; Lawrence J. Fabacher, Jax's territorial sales manager; Richard G. Jones, Jax vice president and general manager; Joseph H. Epstein, co-owner, and Aubrey Williams, radio director, of the Fitzgerald agency.

AAW AWARDS

Radio Plans Set

FOURTH ANNUAL Advertising Assn. of the West competition for the best commercial radio programs and spots in the 11 western states and western Canada has been announced by Robert J. McAndrews, managing director of the Southern California Broadcasters' Assn. and chairman of AAW Radio Commercial Awards Committee.

Competition, aimed at encouraging the best in western radio advertising, is open to all radio stations, advertising agencies, advertisers and individuals in those areas. Awards will be presented at the annual AAW convention being held this year June 17-20 at the Cosmopolitan Hotel, Denver.

Total of five awards will be given in all. They include four certificates of merit—one for best commercial programs used in cities of 100,000 or over on radio station or on networks; one used in cities of less than 100,000, and one certificate each for best commercial spot announcements in each of those population categories—and the Vancouver Trophy, donated by the Vancouver Advertising and Sales Bureau, to one of the four winners judged to have done the best overall job.

Qualifications

To be eligible, commercials will have had to have been created and broadcast between June 1, 1950, and May 15, 1951, on a radio station or network in the competing area. Entries are to be submitted on transcriptions, accompanied by a copy of the script and a filled-out entry blank. They will be judged on five bases: Creative originality, information imparted, effectiveness of selling message, listenability and results, where obtainable. Competition closes May 15.

Claude Palmer, manager, Oregon Advertising Club, Portland, has been named chairman of the Competition Committee, members of which have not yet been chosen.

Names of judges will also be announced at a later date.

Entry blanks and rules for the contest may be obtained from advertising clubs in the AAW area or from Mr. McAndrews, c/o Southern California Broadcasters' Assn., 6253 Hollywood Blvd., Hollywood 28, Calif.

RCA VICTOR SHIFTS

Makes Three Appointments

THREE NEW personnel appointments were announced last week by RCA Victor, Camden, N. J.

Theodore A. Smith, for five years head of sales activities of the RCA Engineering Products Department, has been named assistant department general manager. Mr. Smith assumes duties of W. Walter Watts, vice president and general manager of the department, who has been granted a leave-of-absence to serve with the Defense Production Administration in Washington [BROADCASTING • TELECASTING, Jan. 8].

Other appointments announced were those of A. R. Hopkins as department general sales manager, and Barton Kreuzer, as general product manager. Mr. Hopkins had been responsible for sales administration, advertising and promotion of the department's product lines, while Mr. Kreuzer's duties included product planning and manufacturing functions.

Increases Power

KYUM Yuma, Ariz., 250 w NBC affiliate, Feb. 14 increases its power to 1 kw. To celebrate the occasion NBC is preparing a special half-hour salute to the station, with NBC stars recording congratulatory messages to be aired on that date.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

$575,744,000 in Retail Sales*

Advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4 Conn.

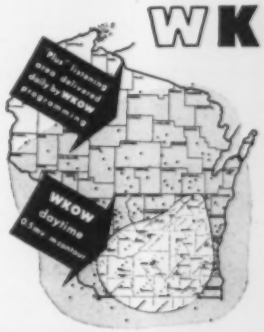
*Sales Management's Figure for Hartford Metropolitan Area

CBS

"MOO-LA" BUYS YOUR CORN FLAKES IN WISCONSIN

WKOW COVERS THE RICHEST MARKET IN AMERICA'S RICHEST DAIRYLAND

Cows don't actually eat corn flakes, but Bossy's "moo-la" is what pays for the food in Wisconsin. The milk checks add up to a whopping half-billion dollars every year for city folks and farmers alike. To sell the biggest buyers in the heart of America's dairyland, you need WKOW's big half-millivolt area, where 874,000 people spent 183 million dollars in 1949 on food alone.



WKOW-CBS

WISCONSIN'S ONLY 10,000 WATT STATION

For coverage, buy WKOW. Wisconsin's most powerful signal delivers a primary area of 13 prosperous counties, PLUS a proven daily audience of responsive listeners the length of the state. That's why your best three-way advertising buy in Wisconsin is WKOW-CBS—10,000 watts.

1070 K.C.

Madison, Wisconsin

Represented by HEADLEY-REED COMPANY

WKOW CBS

air-casters

DEAN SEATON to KXOA Sacramento as program director, replacing **EARLE RUSSELL**, resigned.

DON BELL, disc jockey KRNT Des Moines, Iowa, presented citation by *Coronet* magazine "for outstanding achievement within the field of radio entertainment." **JEANETTE COTTINGHAM**, assistant promotion manager, appointed promotion manager KRNT Theatre, legitimate playhouse owned and operated by station. She succeeds **MARY LITTLE**, resigned. **MARIE MANNING**, KMTV (TV) Omaha, replaces Miss Cottingham.

TOM STEMM, KLPR Oklahoma City, to KGWA Enid, Okla., as staff announcer. He replaces **HI ROBERTS**, resigned. **PAT SPELLMAN**, KBYE Oklahoma City, appointed continuity chief.

WILLIAM CORRIGAN, continuity writer WRC Washington, to WRC-WNBW (TV) production staff. **JACK MAY** appointed executive producer for *Nancy Osgood Show* on WNBW. **JEFF BAKER**, production staff WRC, to WNBW production staff.

BING CROSBY named general in Florida Gov. Fuller Warren's army of honorary colonels.

JAMES MATTHEWS replaces **JOHN JACOBS** as announcer on CBS *Your Tropical Trip*.

HANK SYLVERN, musician of radio and TV, signed as musical conductor on new *Sam Levenson Show* over CBS-TV which started Jan. 27.

WILLIAM KETELSEN appointed announcer-engineer KSVP Artesia, N. M. **LUCILE SMITH** appointed bookkeeper for station.

GRANNY HAMNER, infielder for Phila. Phillies, featured on *Granny Hamner Show* over WCAU-TV Phila.

LeROY MILLER, disc jockey WFIL Phila., has signed new two year contract with station. He handles two shows daily.

ROBERT COWHIG, HARRY BURGARD, DAVID HICKMAN, JACK CASSEY, ROLAND TWIGG and **GEORGE SMITH**, February graduates Columbia Institute, Philadelphia, to WCAU-TV Philadelphia for work on *Big Top*, network show originating from Camden, N. J.

JACK OGILVIE, WBEN Buffalo, to WJTN-AM-FM Jamestown, N. Y., as director of special events and chief announcer.

GENE BERGER to staff announcer WOL Washington. Was with WGAY Silver Spring, Md., and WINX Washington.

JOHN OTTERSON, floor manager WMAL-TV Washington, called to duty with Army.

JACKSON WEAVER, WMAL-TV Washington personality, made honorary member on *Modern Woman* TV program, by Young Married Women of YWCA.

JOAN VAN ARMAN, floor manager WXYZ-TV Detroit, named production assistant. **MARY ANN LIXIE** becomes floor manager.

MAURIE LISHON, staff musician WBBM Chicago, father of boy, Martin, Jan. 23.

MARY MORGAN, fashion and beauty editor CKLW Windsor, elected president of Detroit Fashion Group.

BILL ANSON, disc m.c., KTTV (TV) Hollywood, presented citation for "outstanding achievement within the field of radio entertainment", by *Coronet* magazine.

CARROLL RIGHTER, astrologer-columnist, starts five weekly quarter-hour *Carroll Righter, Astrologer* on KTTV (TV) Hollywood.

DURWOOD POWELL, program director WCAV Culpeper, Va., father of daughter, Sharon Lee.

SAM ELBER, WIP Phila., to Jewish Communities Relations Council, same city.

BOB CRANE, chief announcer and disc jockey WLEA Hornell, N. Y., to WBIS Bristol, Conn., as disc jockey.

ALICE FREER, society commentator WMAL Washington, selected as one of five outstanding "queens of beauty and fashion" by the Washington Fashion Group.

ED FISHER, morning announcer WHIZ Zanesville, recalled to active duty with Marine Corps.

JACK DONAHUE, director of advertising, publicity and public relations California Central Airlines, named merchandising manager KNX Hollywood Housewives Protective League. Succeeds **ROLAND KAY**, recently named account executive for KNX and Columbia Pacific Network.

EDWARD BLEIER, program service coordinator DuMont TV network and WABD (TV) New York, recalled to active duty with Army Feb. 4.

News . . .

CASS KELLER, news chief WRC Washington, named chairman of NARND government liaison committee in Washington.

JIM RUSSO, sports director, and **BETTY MILLER**, traffic manager, KPRO Riverside, Calif., married Jan. 20.

BETTYNELLE BOLTON appointed news editor KSVP Artesia, N. M.

REX LORING, news editor-newscaster, and **JILL BURRIDGE**, continuity writer CFCF Montreal, married.

FRANK SHEEAN, night news editor ABC Chicago, transfers to ABC news staff, N. Y. **DICK JACOBS** to ABC Chicago news staff as writer.

JANE WESTON, women's news commentator CBL Toronto, conducting her daily broadcasts from a hospital bed at Toronto where she is confined following a recent injury.

AUBREY WICE, news writer CKEY Toronto, father of girl Jan. 18.

FRANK ARMSTRONG, announcer CFPL London, Ont. to news announcer CKEY Toronto.

PHIL WILSON, announcer-writer WNOR Norfolk, Va., appointed news editor.

GEORGE M. STOREY, summer replacement newscaster CBN St. John's, Newfoundland, named 1950 Newfoundland Rhodes scholar, and will go to England for studies next September.

WILLIAM C. PARK, documentary editor KTTV(TV) Hollywood, signed as editor KNBH(TV) Hollywood *Ford Television News and Weather* newsreel.

DEL CRARY, announcer CHEX Peterborough, to news and production staff CKXL Calgary.

JIM GIBBONS, sports director WMAL-AM-TV Washington, voted "most popular sports announcer seen on TV in the Washington area," in *Teleguide* poll.

ATOMIC SERIES
WIP Schedules Four Shows

IN RESPONSE to the overwhelming success of a December broadcast which warranted repeating within two days [BROADCASTING • TELECASTING, Jan. 8], WIP Philadelphia will present a four-program series featuring Dr. Richard Gerstell on "How to Survive Atomic Bombs."

The new and exclusive series will be heard on four successive Fridays, Feb. 9, 16, 23 and March 2, 9:30-10 p.m. EST.

Benedict Gimbel Jr., WIP president and general manager, in announcing the new series, said, "I have rarely been so excited about any broadcast."

Dr. Gerstell is the author of the book, *You Can Survive An Atomic Bomb*, and a consultant on civilian defense for the office of National Security Resources Board, Washington, D. C.

NBC Negotiations

NEGOTIATIONS for a contract to cover members of the NBC Hollywood publicity department are now under way between the network and Screen Publicists Guild following unanimous vote for certification of the guild as bargaining agent by the publicists at NLRB elections last week in Hollywood. Five publicists involved also voted for a guild shop.

Put Yourself on a spot!

Reach 1,000 radio homes for 44¢*

WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples!
WINS spots have a high Pulse but a low rate per thousand homes. Let us show you!
WINS spots, in other words, sell more, cost less.
Get the straight facts on a WINS spot buy.
Call your WINS representative
. . . see him when he calls!

*Source: Pulse of N. Y.—Dec., 1950

Buy WINS . . . it Sells!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

Respects

(Continued from page 48)

fundamental in his makeup.

Mr. Cooper was born Oct. 21, 1903, in New York. When he was 12, his parents, Louis and Regina Cooper, moved to Montana where his father, now deceased, took up farming and ranching. It is this western state that he calls home, although his parents moved to Arizona 10 years ago, where his mother now lives.

Few men have had as varied a background: Born in a metropolis, he was raised on a ranch, and interrupted his schooling for seven years to learn of life the hard way.

He worked on his father's ranch. Then, while still a barefaced boy, young Cooper wandered about the country from state to state, finally tramping by freighter as a deck hand to South America.

Ed Cooper was born jack-of-all-trades. He tried his hand at irrigation projects, lumber camps and during World War I became a laboratory aide in a dynamite plant. His ability showed even then, for by the time the plant closed, he was in charge of a sulphuric acid house, the youngest person on any job in the plant.

While attending high school in Butte, Mr. Cooper was again hard at it, operating a retail milk route which meant getting up at 4 a.m. to milk cows, bottle the milk and deliver it before getting to school.

But this constant grind interfered with school work, so Ed got a job in the Butte copper mines when a sophomore, the first student to work in the mines while attending high school. His final year in high school, Mr. Cooper was night clerk in the then plush Silver Bow Club.

College Jobs

That was the "boyhood" of Ed Cooper. Entering manhood and also Montana State College in Bozeman, Ed earned his way by clerking in a clothing store, instructing students in English, preparing laboratory specimens, night clerking in a hotel and working summer vacations in the mines at Butte.

Since he was editor of his high school paper and correspondent for the local Butte papers, Mr. Cooper joined the staff of the college paper and continued as part-time correspondent for the Bozeman daily as well as for Salt Lake City and Butte newspapers.

In 1928, upon completing college, Mr. Cooper became cub reporter on the *Anaconda Standard* in Butte, and when it merged with *Montana Miner* to become *Montana Standard*, the state's largest daily, he was court house reporter and also filled in on sports, desk work and the job of assistant city editor.

1950 census figures show that Dakota City, Neb., where KCOM Sioux City's transmitter is located, has a population of 620, which also happens to be KCOM's frequency! Commented Shel Singer, KCOM commercial manager, "Radio moves on to new realms of influence."

For nearly five years after 1934 when he went to Washington, D. C., Mr. Cooper worked for the *Intelligencer* as reporter, writer and finally managing editor. But Ed was still the hard-worker from Montana—he edited and supervised publication of a number of daily and weekly reports while doing the same for the news service's five-volumed "Factual History of the New Deal."

Since those days of the 76th Congress, Mr. Cooper has been the key radio staff man under three committee chairmen, Wheeler, Wallace White (R-Me.) and now, Sen. Ed C. Johnson (D-Col.).

From July 1942 until May 1945 Mr. Cooper was a Lieutenant, jg., in the Navy, coming out as lieutenant commander. He served in the office of the Director of Naval Communications, then Admiral Joseph R. Redman, now with Western Union.

Although not a lawyer—he studied at the Washington College of Law for 1½ years—Mr. Cooper has extensive knowledge of legal affairs. He is one of the ablest experts on parliamentary procedure, an asset invaluable on Capitol Hill. And he has earned respect from both sides of the aisle.

During his tenure as specialist in communications, Mr. Cooper has seen the electronics art of AM-FM radio and television blossom to their technical perfection, a development which he firmly regards as one of the greatest contributions to mankind by modern man.

This span in Mr. Cooper's life parallels the battling strides taken by the audio-visual art. Although his committee stay covered the entire category of communications, he has maintained particular interest in the broadcast field. And during his term on the committee staff the wide field of government regulation of communications has become more complex and basic to multi industries.

Highpoints of his career on the Hill can be outlined briefly as follows:

Activity concerned with the first bill to change the Communications Act which arrived on the Congressional scene in 1939 in the form of the Wheeler-White Bill.

Similar work with the introduction of the White Bill when that legislation, also to substantially amend the Act, appeared on the Hill.

Highpoint of Work

Association with the now famous McFarland Bill which was introduced in the Senate and passed twice by the upper chamber in the 81st Congress. He looks to this legislation, now reintroduced, as perhaps the highpoint of his work with the committee and feels that if it is enacted by the 82d Congress the action will be a landmark in committee efforts dating back at least a decade to get through Congress a major measure essential to broadcasting.

Consideration by the FCC in the early 40's as an assistant secretary of the Commission.

International communications conferences, in which he accompanied delegates or committee members, such as: The meeting in Mexico City in 1947 on high frequencies; trips to Europe and the Near East to study communications; two years before that (May 1945) a trip to inspect American communications systems throughout the world, taking in the Pacific, Orient and Australia. The latter tours were taken with Sen. McFarland, whose common carrier-radio philosophy embraces the vision of world communications, American-owned and equivalent to the British interlocking global system, i. e., communications which are faster and cheaper for American overseas interests—including such services as the news wires.

Mr. Cooper married Mary O'Hagan, a Butte girl, in 1934 (she worked in the business office of the *Montana Standard*). They make their home in northwest Washington where Ed, a member of the National Press Club and the Masonic order, likes to putter with gardening.

Communications Value

His current thoughts on communications—that it is perhaps fundamental to civilization as we know it today—"it can solve many of our problems such as misunderstanding between peoples and nations"—have come a long way in the past years.

Not that he ever brushed radio off—he remembers his first contact with radio back in the early '30's when a Butte station began operating with low power. At that time his paper picked up the debut as a "novelty" but newsworthy. He recalls an editor called it a "passing fancy," and, he muses, that's what they said about the automobile, the locomotive, maybe even atomic energy.

Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience.

"THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

600 KC John E. Pearson, Nat'l Rep.

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN
General Manager

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

weather station

WIND SPEED, DIRECTION, TEMPERATURE

The ACI Windometer is in use by airlines, govt., yachtsmen, flyers, industry — self contained—complete precision units—continuous reading—Send for free booklet — write Dept. K-2 $89.50

Aviation's Leading Supply House!

AIRCRAFT COMPONENTS, INC. Benton Harbor, Mich.

allied arts

HARRY COLSON, veteran radio executive, elected president Colson & Co. Inc., Dallas, new package firm. Has been with WHAS Louisville, WFAA Dallas and KGU Honolulu. Firm will package shows featuring Dizzy Dean, Doak Walker and other personalities.

Mr. Colson

ALL STATE-NEW JERSEY Inc., Newark, newly formed firm, will handle distribution to state dealers of Mercury records, London FFRR records, record accessories and phonographs, **MELVIN KING** is president; **IRVING RUSSELL**, vice president; **SHERMAN KOENIG**, secretary and **SIDNEY M. KOENIG**, treasurer. Offices are located at 32 Warren Place.

ALLAN SWIFT, freelance writer, named script editor Demby Co., N. Y., radio-TV production agency and public relations counselors.

DAVID C. GILLIS to sales and contract staff Jam Handy Organization, Detroit.

DONALD HYDE, executive Famous Artists (talent agency), Beverly Hills, Calif., resigns to engage in TV production and motion pictures.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for KLIX Twin Falls, Ida.

Equipment . . .

A. W. BERNSOHN, television specialist in RCA Victor's public relations department, to National Appliance & Radio Dealers Assn., Chicago, as managing director. He succeeds **CLIFF SIMPSON**, resigned.

EDWIN WEISL Jr. appointed advertising and sales promotion manager, Air King Products Co. Inc., Brooklyn, N. Y.

JOHN T. BURDICK, manager of Central Lighting Sales Div., Chicago, appointed director of midwest sales Sylvania Electric Products Inc., in charge of midwest lighting, photoflash, radio and TV tube and radio and TV set divisions.

H. D. WIDDEKIND appointed Washington State representative for Crest Transformer Corp., Chicago. He will cover northwest territory including Montana, Idaho, Oregon, Washington, British Columbia and Alaska.

ANDREW Corp., Chicago, announces new folded unipole antenna, designed for station application in emergency communication service.

PHILCO Corp. Philadelphia, releasing new documentary film to distributors prepared by company's TV station WPTZ same city. Film entitled "Philco Advanced Design" will be shown at dealer meetings in all parts of world. It tells of developments of different products firm produce.

HENRY T. HEALD, president Illinois Institute of Technology, elected to newly-created seat on board of directors Stewart-Warner Corp., Chicago, in move which expands board from seven to eight persons. He is former president of Western Society of Engineering and regional representative of War Manpower Commission.

EVERETT S. LEE, executive engineer in Engineering Lab., General Electric, Schenectady, appointed editor of *General Electric Review*, monthly engineering magazine published by company. He replaces **EDWARD C. SANDERS**, retired.

PRECISION PLASTIC PRODUCTS Inc., Chicago, announces production of new plastic tube holder designed to fit all requirements of TV servicemen. Device will hold any size tube safely and minimize present danger of tube breakage, firm says.

Technical . . .

LEE HON, assistant program director in charge of operations WBBM Chicago, appointed technical operations director.

WALTER SCOTT to KECA-TV Hollywood engineering staff.

EDWARD CARTWRIGHT Jr. appointed chief engineer KSVP Artesia, N. M.

H. N. BLACK, chief engineer KSMO San Mateo, Calif., to U. S. Dept. of State as foreign service staff officer assigned to Tangier, Morocco. **DOUGLAS MARISKA**, NBC, replaces him as chief engineer.

C-P-P Promotions

COLGATE-Palmolive-Peet Co. has announced a number of promotions in its soap department. They are:

Marshall Lachner, division manager of the Berkeley, Calif., division for the past two years, has been named sales manager of the soap department; A. A. Lynn, merchandising manager of Palmolive and Cashmere Bouquet soap, named manager of the merchandising department of Home Office Soap Sales; Lionel E. Lee, district manager of Atlanta district, named assistant sales manager; Frank Reif, divisional manager of the Atlanta division, appointed divisional manager of the New York Soap Sales division, and Jerry Marshall, divisional manager of the New York division, to the home office staff as administrative assistant to Mr. Reilly.

EMIL BRISACHER

Founder of Ad Firm Dies

EMIL ELI BRISACHER, 54, founder and president of Brisacher, Wheeler & Staff, died in San Francisco Jan. 26. Funeral services were held Jan. 28, with entombment following at Home of Peace Cemetery, Colma, Calif.

Mr. Brisacher

Mr. Brisacher died of complications of a kidney ailment at San Francisco's Mt. Zion Hospital.

A native of Centerville, Calif., Mr. Brisacher attended school in Oakland and entered the advertising business there shortly after graduation from high school in 1914.

In 1919 he opened his own agency under his name, following his discharge from the Navy, in which he served during World War I.

While building his advertising business, Mr. Brisacher also became a leader in developing western industrial independence. Even after his firm became national, with offices in Los Angeles and New York, he still maintained his headquarters in San Francisco and his firm remained, primarily, a western organization.

By 1945, when Franklin C. Wheeler joined the firm as executive vice president and his name was added to the firm name, the agency already had achieved its status as the West's largest in volume of business placed. Much of the agency's business was in the grocery products field, but its accounts generally were as diversified as western industry.

At Mr. Brisacher's death, the firm employed more than 100 persons and its billings ran in excess of $10 million a year.

Mr. Brisacher was a Mason and a member of the Lake Merced Golf Club and the Concordia Club.

He is survived by his widow, Mrs. Isabelle Cheim Brisacher; a son, Robert, who is secretary-treasurer of the agency; a daughter, Elaine, and his mother, Ottilia Brisacher.

Want to Sell

Syracuse University Students?

WSYR and WSYR-TV are the only radio and television stations that carry a regular advertising schedule in the students' own newspaper, the Syracuse Daily Orange.

That means exposure to your story — and sales of your product to an important segment of the Syracuse market.

WSYR SYRACUSE
AM • FM • TV

The Only Complete Broadcast Institution in Central New York
NBC Affiliate — Headley-Reed, National Representatives

Dennison's

BUYS NEWS

One of the West's finest food brands, Dennison uses KJR Noon News—their only spot program buy in Western Washington.

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

FEBRUARY 5, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

SPOT

YOUR SIGHT-AND-SOUND SELLING!

No group of TV stations offers a wider choice of programs and markets than these television stations.

Their markets range from medium-size to among the largest in the country, from one-station markets to seven-station markets.

All of them do the tailor-made-for-the-market kind of programming.

Sell these markets with these stations. They are the best in sight-and-sound selling.

WSB-TV ....Atlanta
WBAL-TV .....Baltimore
WNAC-TV ..... Boston
WFAA-TV ..... .Dallas
KPRC-TV ..... Houston
KFI-TV .....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ....M'p'l's-St. Paul
WSM-TV ..... Nashville
WTAR-TV ..... Norfolk
KPHO-TV ..... Phoenix
WOAI-TV .....San Antonio

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE.

Standard metropolitan Wilmington, Delaware area showed following increases in the ten years, 1940 to 1950.

	INCREASE
Population	20%
Dollar volume retail sales	178%
Dollar volume wholesale sales	209%
Dollar volume service trades	154%

In the nine year period, 1939 to 1948, employment rose 34¾%.

Data from 1950 Census of Population and 1948 Census of Business, figures released December 1950.

WDEL-TV is the only television station located in this market which is first in the nation—and growing all the time.

WDEL-TV effectively reaches this richest market with NBC and Du Mont network shows, many popular local daytime and evening programs.

WDEL-TV—the TV must on your schedule.

NBC
TV-Affiliate

Represented by

ROBERT MEEKER Associates · NEW YORK · LOS ANGELES · SAN FRANCISCO · CHICAGO

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

FEBRUARY 5, 1951

BROADCASTING, Telecasting $7 annually, 25c weekly

EDUCATIONAL PHASE ENDS

FCC Set To Start New Hearing

DECKS were cleared for the next phase of the FCC's television hearings—that which would delve into city-by-city allocation of television channels—as the Commission last Wednesday wound up its hearings on the proposed reservation of TV channels for educational television stations.

FCC must now decide whether the evidence presented thus far requires revision of the proposed nation-wide channel allocation plan, or whether hearings can proceed on the basis of the present one.

Issuance of a new plan would delay the start of the city-by-city allocation hearings by at least two months, it was felt, since time would have to be provided for the submission of comments and then replies to the comments, aside from the time needed to work out the plan itself.

Even if the Commission decides to proceed with hearings on the basis of the existing proposed plan, it expects to give 30 days' notice of the starting date [BROADCASTING • TELECASTING, Dec. 18, 1950].

Stanton Questioned

The final phases of the educational TV reservation hearing featured the cross-examination of CBS President Frank Stanton who had also testified the previous Friday [BROADCASTING • TELECASTING, Jan. 29]. Dr. Stanton was on the stand last Tuesday for five hours under questioning by Brig. Gen. Telford Taylor, representing the Joint Committee for Educational Television, a composite group formed for the hearings, and FCC Assistant General Counsel Harry M. Plotkin.

At resumption of the hearing Tuesday, Gen. Taylor sought Dr. Stanton's views on whether it was possible to have a sound and healthy general service to the majority (of listeners) with a substantial ingredient of educational and public service programming. The witness quickly affirmed this and then added by way of clarifying his previous testimony, "that before you can have a non-commercial educational service 100% on a channel, I think you need the basic platform of a generalized service in that particular community."

Cross examination by Gen. Taylor as to the witness' opinion on what type of programming should be used by non-commercial educational stations or what factors should be considered in selecting program formats failed to draw an answer from Dr. Stanton who declared he was not qualified to give an opinion then.

Murrow, Godfrey Cited

When the subject shifted to CBS's radio programming and questions on specific programs that had wide appeal as well as those shows which drew their audience from specific groups, Dr. Stanton cited the Edward R. Murrow and Arthur Godfrey programs as shows that are listened to by a majority of radio set owners. The witness explained this statement was premised on Messrs. Godfrey and Murrow as a program throughout the week reaching a majority of all the radio families.

As for shows designed to reach specific listening groups, Dr. Stanton discussed another Edward R. Murrow program, *Hear It Now*, Friday, 9-10 p.m., calling it an example of a show put on to meet the need of a specific listening group with disregard to the overall total listeners it would draw. Dr. Stanton opined it was not the most popular program on the CBS schedule, but "we felt there was a void in our schedules and, for that matter, in all radio schedules."

The CBS president outlined the steps his network employed in considering and selecting a program. "Management, despite what some people may think about it, doesn't live in a vacuum," he averred, "and we try to be as alert as we can to the world situation and what the national situation is, and we react from the public affairs people in terms of what we think would be an interesting balance in our schedule of this type of programming."

Gen. Taylor's questioning moved into the field of daytime serials on the networks where Dr. Stanton specified that 54% of the women at home in the daytime listened to these serials and 46% did not.

Comr. Frieda B. Hennock sought Dr. Stanton's opinion, as a broadcaster, on this type of program. The witness conceded that while daytime serials personally did not appeal to him, they did have a good audience. He ventured further that through the years a marked improvement in the scripts was apparent. Daytime serials during World War II did a particularly good job insofar as aiding morale and furthering the war effort was concerned, he said.

Gen. Taylor referred to the post-war allocation of FM channels, wherein a portion of the facilities were reserved for educational use, and asked Dr. Stanton to compare that situation with the current TV question. The witness stated the situations were not the same since "you didn't face the scarcity (of channels) problem there that you face—which I think you face—with television."

Time Limit

Dr. Stanton was questioned by Gen. Taylor as to what might be a specific time limit for educational applicants, in the event non-commercial educational and commercial applicants were considered simultaneously by the FCC with a time allowance to be made for the former to undertake their station projects. The witness answered it was "another judgment that would be left to the Commission because on a community-by-community basis there could be a reason to hold one 15 months, and another three months. You might be able to satisfy yourself with a number of varied hold periods."

Cross examination by Mr. Plotkin on the in-school phase of pro-

(Continued on page 70)

SPORTS STATUS

Baseball Signed, Legislation Set

ON the baseball front two radio and television contracts were negotiated last week for major league game coverage. Meanwhile, in the much-controverted field of school sports telecasting, a Los Angeles councilman sought to have reciprocal measures enacted against anti-TV schools and universities; and a second bill favoring telecasting of U. of Illinois events was introduced in the state legislature in Springfield.

In baseball, MBS was reported to have reached an agreement with the American and National Leagues for live broadcasts of the *Game of the Day*, similar to the games the network broadcast last year.

The agreements were said to cover all eight American League teams and the six teams for which the National League is empowered to negotiate radio contracts. St. Louis and Pittsburgh teams do their own negotiating.

The *Game of the Day* will be broadcast Monday through Saturday, as it was last year, on 350 Mutual stations. The program was sold cooperatively last year. Mutual reportedly is seeking a network sponsor for the feature this year.

Last Monday, in Washington, Baseball Commissioner A. B. (Happy) Chandler formally signed the six-year contract for $6 million covering World Series and All-Star game rights. Formalizing of the pact with Gillette Safety Razor Co. and Mutual Broadcasting System was the signal for Fred Saigh, president of the St. Louis Cardinals and out-spoken foe of Mr. Chandler, to issue a sharp criticism of the deal.

Cites Expansion

Maintaining that television's rapid expansion would make the value of the TV rights far in excess of the $1 million a year, Mr. Saigh commented "I'm willing right now, before Chandler puts his signature on the contract to give Gillette and Mutual a $1 million profit on the deal. That's how sure I am that he has made a mistake."

L. A. Action

In the Los Angeles action, Councilman Kenneth Hahn introduced a resolution seeking to ban football games or other sporting events from the publicly-owned Los Angeles Coliseum, which involved colleges and universities prohibiting telecasts of such events. Mr. Hahn pointed out that the Coliseum is publicly-owned and administered by a commission representing the city, county and state. Accordingly, he declared, TV viewers unable to attend such sporting events as well as patients in veterans hospitals should have an opportunity to witnes the game through television.

Second bill favoring public telecasting of U. of Illinois athletic

(Continued on page 72)

PROFITABLE ADVERTISING

Duffy Gives Tips on TV Us

By BEN DUFFY
PRESIDENT
BBDO, NEW YORK

PROFITABLE ADVERTISING IN TODAY'S MEDIA AND MARKETS. By Ben Duffy. New York: Prentice-Hall Inc. 416pp. $5.65.

IT IS difficult to write about television without taking into consideration the factor of obsolescence. Constant changes are taking place in television growth, ownership, programing, and costs; and, as a matter of fact, the introduction of color will change the facilities setup to a great extent.

In the early days of television, someone asked the writer whether he thought this medium was going to develop into an effective selling force. His answer was something like this:

When there were only two basic forms of mass advertising—namely, printed advertising, as represented by magazines, newspapers, outdoor media, and so on, and spoken advertising, as represented mainly by radio—the value of these two distinctly different forms of communication was commonly pointed out to advertisers by the statement, which had a certain amount of psychological support, that some people were most strongly influenced by a message which came to them visually; others, by a message which came to them orally. That was one of the reasons an advertiser with a large enough budget should always seriously consider using both radio and printed media. That was the one sure way of reaching everybody.

Sales Impact

Then along came television. Naturally, if we were right in the first place about the influence of the eye and the ear, television *had* to be an effective selling medium, since, for the first time in a mass medium entering the home, there was a combination of oral and visual presentation. Obviously, both oral and visual presentation of a sales message should be far more effective than either one alone. These plus motion enable the advertiser to illustrate his product in actual use.

The short history of television to date has definitely proved that it sells—and sells well. Television offers the advertiser:

1. Sound.
2. Sight (eventually in color).
3. Motion.
4. Immediate action.

As television ownership increases, the value of the medium to the advertiser likewise increases. The growth of television during the past few years has been rapid. This growth has amazed the most optimistic experts.

In some markets the percentage of ownership to total families has exceeded 50 per cent. It is expected that television ownership will eventually approximate in extent the ownership of radio sets.

Television's phenomenal growth in the past few years and its promise of continuing rapid advance place it among the biggest potential bidders for the advertising dollar. Right now, any report about its status is short-lived.

It is this writer's belief that within four or five years the number of television stations and the station-to-station tie-ups on a network basis will be comparable to what we now have in the field of radio. . . . Eventually the television network will be as widespread in its coverage as a radio network is today (from coast to coast). This will give television a great lift, for two reasons:

Cites Pacific Market

1. The Pacific Coast market is an important one, and many of the TV programs originating in the East will reach this market "live." . . .

2. Coast origination of TV shows will make available a large number of motion-picture and radio stars.

There are three basic methods of televising programs. These are:

1. Live (including simulcast).
2. Film.
3. Kinescope.

Studio facilities for live programs are at a premium, because the average television show with its "props," various scenes, great number of cameras, and so on, requires much greater floor space than, for example, a dramatic radio show, which could be enacted before two microphones. Adapting this same show to television would necessarily change the whole character of the performance. In the first place, script lines would have to be memorized. Secondly, scenery would be important, to set the location and create atmosphere. Thirdly, the necessary dramatic motion would require three, four, or more cameras. These are but a few of the complications that arise in the production of a television program; and it is these extra factors that tend to make the cost of a television production higher than that of a comparable radio show.

Use of Films

Film is used in many ways. At the present time, the quality of television reception from film varies greatly. In many instances, especially when the film is made with the express view of having it televised, excellent results both as to performance and quality of picture are secured. Film has an advantage in that it can be syndicated through local TV stations for local sponsorship.

The practical application of kinescope to television is much the same as the application of tape-recording to radio. Some radio shows, especially those of the quiz type, are taped. These shows usually run 35 or 40 minutes in their original broadcast form, but, in the cutting room, the uninteresting parts are eliminated to bring the program down to 30 minutes; thus the listener is assured of a high quality of performance. This same procedure is being adapted to "kinescope-recordings."

Film productions made especially for television usually involve the use of three or more cameras. These cameras take simultaneous "shots" from various angles and eliminate the necessity of redoing a scene. In the cutting room the best angle-shot is used and, as a result, great economy is exercised.

Television will cost more than radio for two reasons:

a. Television facilities cost more than radio (local-station and network time costs will be higher on television than on radio).

Mr. DUFFY

* * *

b. Production and programing costs will be higher (property, scenery, rehearsal time, etc., will increase the cost of television).

The television advertiser has to take into consideration many factors not involved in the cost of a radio show. . . . The effectiveness of television as a medium may justify this expense, but, here again, time will determine the extent to which television costs can increase and television still be considered an effective medium for the advertiser.

The quick response to television as a medium is due to the excellent results most advertisers who have had experience with the medium have obtained. Here are a few typical examples. Space will not permit the use of case histories, but it should be stated here that the impact of television on the sales of the advertiser's product is more immediate and noticeable than many advertisers expected. The examples shown cover products or offers in different classifications of advertising: high-priced product; medium-priced product; low-priced product; free offers (booklets).

Brings $160,000

High-priced product—Air Conditioning Unit. A 12-week New York spot campaign at a total time and film production cost of $12,700 brought in approximately 800 inquiries for a $400 air conditioner. These inquiries resulted in $160,000 worth of business.

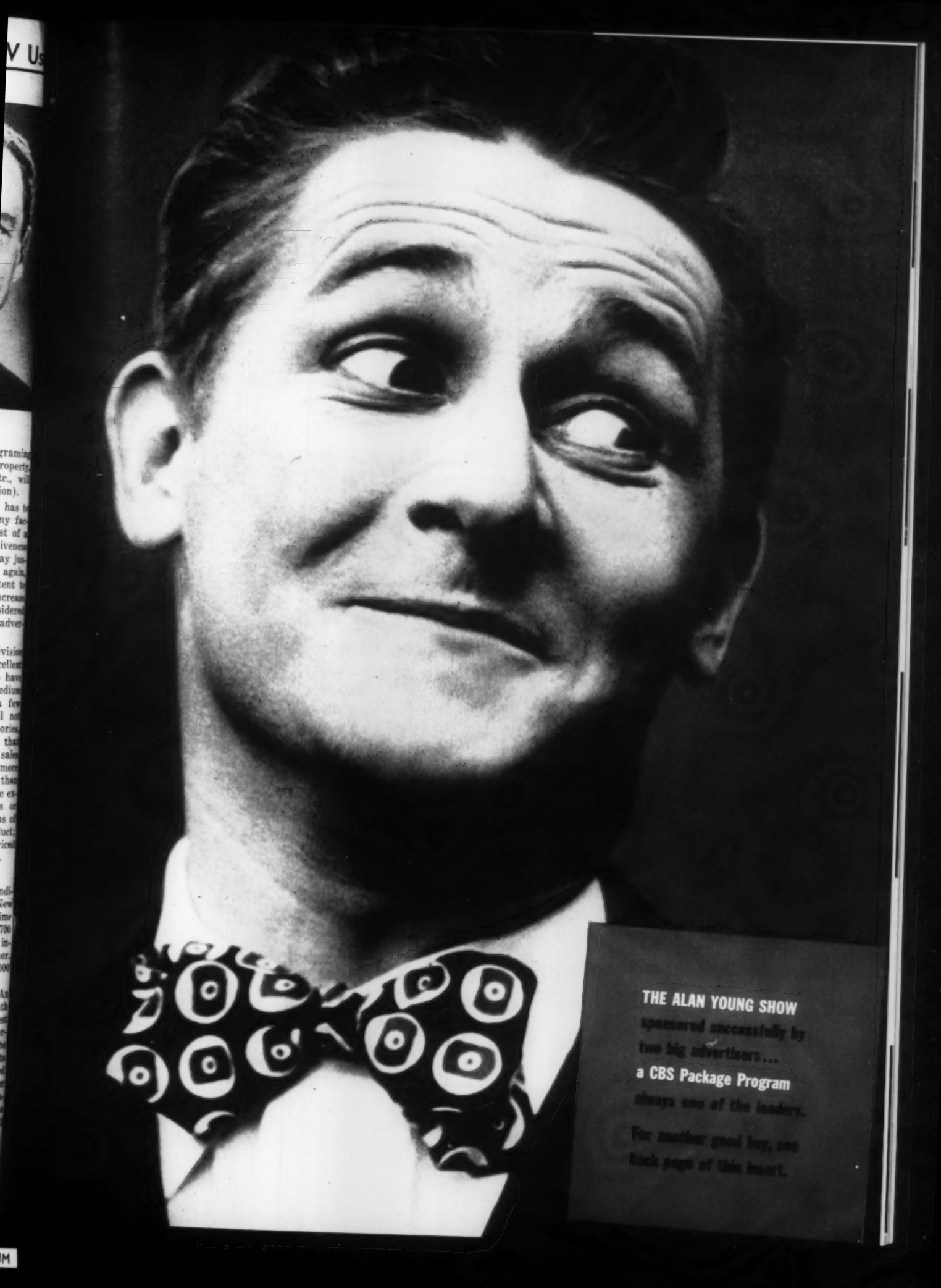
Medium-priced product — An Electric Shaver. A three-month test was conducted in four test cities. The purpose was to determine the effect of television on the consumer when it was added to other media. Two cities carried magazine, radio, and newspaper advertising, and two carried magazine, radio, and newspaper plus television advertising. After 1

(Continued on page 76)

BBDO's Bernard C. (Ben) Duffy knows the advertising business from the grassroots. In his 30-year span with BBDO, starting as office boy and working up to its presidency, Mr. Duffy has had a hand in space buying, research, marketing, account handling and broadcasting. He has headed the American Assn. of Advertising Agencies' Committee on Media Relations and has directed Audit Bureau of Circulations and chairmanned the board of governors, Cooperative Analysis of Broadcasting. Article presented here is excerpted from the chapter on television in Mr. Duffy's forthcoming book, *Profitable Advertising In Today's Media and Markets*, copyright 1951 by Prentice-Hall Inc., New York.

GEORGIA'S Gov. Herman Talmadge picks up some know-how from WSB-TV Atlanta Cameraman John Granberry as he trains his lens on members of the state house of representatives. The governor's specific invitation to telecast legislative proceedings was obtained for WSB-TV by John M. Outler Jr., station general manager [BROADCASTING • TELECASTING, **Jan. 22.**]

XUM


THE ALAN YOUNG SHOW
sponsored successfully by
two big advertisers...
a CBS Package Program
always one of the leaders.
For another good buy, see
back page of this insert.

FEBRUARY 1951

TELECASTING

NETWORK SHOWCASE

Programs in color are outlining. Time is EST.
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; MI, Intermountain-sected stations.

PM	5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	30	45	9:00	15	30	45	10:00	15	30	45	11:00
ABC	Canada Dry Super Circus L (E-M)			Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)				*The Ted Mack Family Hour* L (E-M)					Goodyear Revue Paul Whiteman L (E-M)				Dodge Motors Showtime U S A L (E-M)				*Film*				
CBS DuMont	*The Facts We Face*			Household Finance Peoples Platform				Bigelow-Sanford Co. Bigelow Theatre				Lamont, Corliss & Co. Mr. I. Magination	Wm. Wrigley, Jr. Co. Gene Autry Show				American Tobacco This Is Show Business				Ford Motor Co. Lincoln-Mercury Toast of the Town				
NBC	Quaker Oats The Gabby Hayes Show L			*Watch the World* L				General Foods Hopalong Cassidy F					Regent Cigarettes Leave It To The Girls L (E-M)				General Foods (Jello) Aldrich Family L (E-M)				Frigidaire Div. of G Comedy Hour-Bobby Clark Alternating every 4th Sunday Palm.-Peet. Colgate Comedy				Hope Col- (E-M)
ABC	*Lois and Looie* L (E-M)	*TV Tots Time* F (E-M)					*Jimmy Blaine* L (E-M)	Kellogg Space Cadet L (E-M)		*Film*			Schenley Russell L (E-M) 7-7:05	Pepsi-Cola Faye Emerson			Ironrite Corp. Hollywood Screen Test L (E-M)				Morgan David Wines Can You Top This?				
CBS DuMont	*Lucky Pup*	*Chuck Wagon Playhouse*											*Steve Allen Show*				Oldsmobile CBS-TV News	Liggett & Myers Perry Como			Lever Bros.-Lux Lux Video Theatre				Lever Lipton Arthur Godfrey's
NBC					Co-op Small Fry Club L/F (E-M)								*Captain Video* L/F (E-M) (NI)				*Once Upon a Time* L (E-M) (NI)								The Show (E-M)
ABC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	C-P-P H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)	*Cactus Jim* L (M)								RCA Kukla, Fran & Ollie L (E-M)				Mohawk Mills Show Room	Reynolds News F (E-M)			Speidel Paul Winchell-Jerry Mahoney Show L				Firestone Rubber Co. Voice Firestone
CBS DuMont	*Lois and Looie* L (E-M)	*TV Tots Time* F (E-M)					*Jimmy Blaine* L (E-M)			*Film*			Schenley Russell L (E-M) 7-7:05	*Club Seven* 7:05-7:30			Procter & Gamble Beulah F (E-M)				*Dick Tracy* (Film)				Bathasers (E-M)
NBC	*Lucky Pup* L (E-M)	*Chuck Wagon Playhouse*											*Steve Allen Show*				Oldsmobile CBS-TV News	Liggett & Myers Stork Club			Prudential Insurance Co. of America Prudential Family Theatre Alternate Weeks *Sure As Fate*				
ABC					Co-op Small Fry Club L/F (E-M)								*Captain Video* L F (E-M) (NI)								*Court of Current Issues* (E-M)				Johnstone Screenviews
CBS DuMont	*NBC Comics*	*Panhandle Pete and Jennifer*	Kellogg Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (M)								Sealtest Kukla, Fran & Ollie L (E-M)				Van Camp Little Show John Conte L	Reynolds News F (E-M)			Texas Co. Texaco Star Theatre L (E-M)				
NBC	*Lois and Looie* L (E-M)	*TV Tots Time* F (E-M)					*Jimmy Blaine* L (E-M)	*Space Cadet* L (E-M)	*Andy & Della Russell* 7-7:05				*Club Seven* L (E-M)				Bendix Home Appliances Chance of a Lifetime L (E-M)				Campana Sales First Nighter F (E-M)				
ABC	Quaker City Chocolate Lucky Pup	*Chuck Wagon Playhouse*											*Steve Allen Show*				Oldsmobile CBS-TV News	Liggett & Myers Perry Como			Toni-Pillsbury (Alt.) Arthur Godfrey and His				Lizzie Myers
CBS DuMont					Co-op Small Fry Club L/F (E-M)								*Captain Video* L F (E-M) (NI)				Gerber Prod. Mr. & Mrs. J. Carroll L (E)								
NBC	*NBC Comics*	Quaker Oats Gabby Hayes Show L	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L (M)								Ford Motor Div. Kukla, Fran & Ollie L (E-M)				Mohawk Mills Show Room L	Reynolds News F (E-M)			Motorola, Norge, Pet Milk Four Star Revue L (E-M)				
ABC	*Lois and Looie* L (E-M)						*Jimmy Blaine* L (E-M)		*Andy & Della Russell* 7-7:05				*Club Seven* L (E-M)				Lone Ranger American Bakeries (5 sta) General Mills (rest net) F (E-M)				Admiral & P. Lorillard Stop the Music L (E-M)				
CBS DuMont	Bristol-Myers Ipana Lucky Pup	*Chuck Wagon Playhouse*											*Steve Allen Show*				Oldsmobile CBS-TV News	Liggett & Myers Stork Club			Carnation-Burns & Allen Johnson-St'elight Theatre Alternate Weeks				American Safety Razor The Saint on
NBC					Co-op Small Fry Club L/F (E-M)								W. H. Johnson Candy Captain Video L/F (E-M) (NI)												Tide Water Assoc. Oil Broadway Hollywood
ABC	Standard Brands NBC Comics	*Panhandle Pete and Jennifer*	Kellogg Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L (M)								**Sealtest** Kukla, Fran & Ollie L (E-M)				Van Camp's Little Show John Conte L	Reynolds News F (E-M)			DeSoto-Plymouth You Bet Your Life F				Bost Co. Peter Lind Hayes Show L
CBS DuMont	*Lois and Looie* L (E-M)						*Jimmy Blaine* L (E-M)	*Space Cadet* L (E-M)	*Andy & Della Russell* 7-7:05				*Club Seven* L (E-M)	Pepsi-Cola Faye Emerson			Green Giant Co. Life With Linkletter L (E-M)				Ronson Art Metal Works 20 Questions				Bobby Benson Prentice Party
NBC	Sandial Shoes Lucky Pup	*Chuck Wagon Playhouse*											*Steve Allen Show*				Oldsmobile CBS-TV News	Liggett & Myers Perry Como			General Foods Maxwell House Coffee Mama				B. J. Davis Man to Crime
ABC					Co-op Small Fry Club L/F (E-M)								*Captain Video* L/F (E-M) (NI)				Gerber Prod. Mr. & Mrs. J. Carroll L (E)								Rosefield Packing Co. You Bet Your Life F (E-M)
CBS DuMont	*NBC Comics*	Quaker Oats Gabby Hayes Show L	Welch G. J. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L (M)								RCA Kukla, Fran & Ollie L (E-M)				Mohawk Mills Show Room L	Reynolds News F (E-M)			Miles, Quiz Kids L				We Deal
NBC													*Hollywood Theatre Time*				General Mills The Irwins F (E-M)				American Dairy Assn Paul Whiteman TV Teen Club L (E-M)				Paul Whiteman TV Club L (E-M)
ABC								*Lucky Pup Review*					Oldsmobile Sam Levenson Show				*Songs for Sale*				Anheuser-Busch The Ken Murray Show				
CBS DuMont																									Miles E. Du Mont Saturday Night Revue Madison Square Garden L (E-M)
NBC			Nature of Things L	Mutual of Omaha Bob Considine L				Brown Shoe Corp., Smilin' Ed. McConnell, F (Alt. weeks), Brown Shoe, Say It with Acting L					Kellogg Co. Victor Borge Show L				Manhattan Soap Co. One Man's Family L (E-M)								Wildroot, Sus- Saturd

CBS Daytime
Sun. 11:30-12N Bonny Maid Versatile Varieties, Bonanza Mills
Monday-Friday—p.m.
1:30-3:30 Garry Moore Show, sponsoring on various days: P&G, R. J. Reynolds Tob. Co., Quaker Oats
2:30-3:45 First 100 Years, P&G
4-4:30 Homemakers Exchange, participating on various days: Aluminum Cooking Utensils

Mutual Daytime
Sun. 12:30-1 Back to the Bible, Back to the Bible Broadcast
Monday-Friday—p.m.
1:30-2 Welch Grape Juice Co., Welch Grape Juice Co.
2-2:15 Nature of Things, Nature of Things
2:15-2:30 Welch Grape Juice Co., Welch Grape Juice Co.
2:30-3 Betty Crocker, General Mills
3-3:15 Welch Grape Juice Co., Welch Grape Juice Co.
3:15-3:30 Welch Grape Juice Co., Welch Grape Juice Co.
3:30-4 Welch Grape Juice Co., Welch Grape Juice Co.
4-4:30 Welch Grape Juice Co., Welch Grape Juice Co.
4:30-5 Welch Grape Juice Co., Welch Grape Juice Co.
5-5:30 Welch Grape Juice Co., Welch Grape Juice Co.
5:30-6 Welch Grape Juice Co., Welch Grape Juice Co.
6-6:15 Welch Grape Juice Co., Welch Grape Juice Co.
6:15-6:30 Welch Grape Juice Co., Welch Grape Juice Co.
6:30-7 Welch Grape Juice Co., Welch Grape Juice Co.
7-7:15 Welch Grape Juice Co., Welch Grape Juice Co.
7:15-7:30 Welch Grape Juice Co., Welch Grape Juice Co.
7:30-8 Welch Grape Juice Co., Welch Grape Juice Co.
8-8:15 Welch Grape Juice Co., Welch Grape Juice Co.
8:15-8:30 Welch Grape Juice Co., Welch Grape Juice Co.
8:30-9 Welch Grape Juice Co., Welch Grape Juice Co.
9-9:15 Welch Grape Juice Co., Welch Grape Juice Co.
9:15-9:30 Welch Grape Juice Co., Welch Grape Juice Co.
9:30-10 Welch Grape Juice Co., Welch Grape Juice Co.
10-10:15 Welch Grape Juice Co., Welch Grape Juice Co.
10:15-10:30 Welch Grape Juice Co., Welch Grape Juice Co.
10:30-11 Welch Grape Juice Co., Welch Grape Juice Co.
11-11:15 Welch Grape Juice Co., Welch Grape Juice Co.
11:15-11:30 Welch Grape Juice Co., Welch Grape Juice Co.
11:30-12N Welch Grape Juice Co., Welch Grape Juice Co.

NBC Daytime
Sun. 11:30-12N Bonny Maid Versatile Varieties, Bonanza Mills
Monday-Friday—p.m.
1:30-3:30 Garry Moore Show, sponsoring on various days: P&G, R. J. Reynolds Tob. Co., Quaker Oats
2:30-3:45 First 100 Years, P&G
4-4:30 Homemakers Exchange, participating on various days: Aluminum Cooking Utensils

ABC Daytime
Sun. 12:30-1 Back to the Bible, Back to the Bible Broadcast
Monday-Friday—p.m.
1:30-2 Welch Grape Juice Co., Welch Grape Juice Co.
2-2:15 Nature of Things, Nature of Things
2:15-2:30 Welch Grape Juice Co., Welch Grape Juice Co.
2:30-3 Betty Crocker, General Mills
3-3:15 Welch Grape Juice Co., Welch Grape Juice Co.
3:15-3:30 Welch Grape Juice Co., Welch Grape Juice Co.
3:30-4 Welch Grape Juice Co., Welch Grape Juice Co.
4-4:30 Welch Grape Juice Co., Welch Grape Juice Co.
4:30-5 Welch Grape Juice Co., Welch Grape Juice Co.
5-5:30 Welch Grape Juice Co., Welch Grape Juice Co.
5:30-6 Welch Grape Juice Co., Welch Grape Juice Co.
6-6:15 Welch Grape Juice Co., Welch Grape Juice Co.
6:15-6:30 Welch Grape Juice Co., Welch Grape Juice Co.
6:30-7 Welch Grape Juice Co., Welch Grape Juice Co.
7-7:15 Welch Grape Juice Co., Welch Grape Juice Co.
7:15-7:30 Welch Grape Juice Co., Welch Grape Juice Co.
7:30-8 Welch Grape Juice Co., Welch Grape Juice Co.
8-8:15 Welch Grape Juice Co., Welch Grape Juice Co.
8:15-8:30 Welch Grape Juice Co., Welch Grape Juice Co.
8:30-9 Welch Grape Juice Co., Welch Grape Juice Co.
9-9:15 Welch Grape Juice Co., Welch Grape Juice Co.
9:15-9:30 Welch Grape Juice Co., Welch Grape Juice Co.
9:30-10 Welch Grape Juice Co., Welch Grape Juice Co.
10-10:15 Welch Grape Juice Co., Welch Grape Juice Co.
10:15-10:30 Welch Grape Juice Co., Welch Grape Juice Co.
10:30-11 Welch Grape Juice Co., Welch Grape Juice Co.
11-11:15 Welch Grape Juice Co., Welch Grape Juice Co.
11:15-11:30 Welch Grape Juice Co., Welch Grape Juice Co.
11:30-12N Welch Grape Juice Co., Welch Grape Juice Co.

	ABC Library Doc. Film F (E-M)	*Marshall Plan in Action*	Gospel Best'g Corp. Old Fashioned Revival Hour F (E M)	Young People's Church of The Air Youth on The March	
	General Electric Co. Fred Waring Show		B. F. Goodrich Co. Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Norwich Week in Review
	Arthur Murray Studios Arthur Murray Show L (E-M) (NI)		*They Stand Accused* L (E-M)		
	Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)	TBA	
	Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*On Trial* L (E-M)	*Double Feature* F (E-M)		
	Philip Morris Co. Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Electric Corp. Studio One		Masland At Home Party L
	Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
	Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
	Hudson Motor Car Co. Billy Rose L (E-M)	Arnold Bakeries Life Begins at 80 L (E-M)	*Roller Derby* L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
	R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger		
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)		
	Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open House L
	Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
	Bymart Inc. Somerset Maugham Show	P. Lorillard Co. Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts	*Sports Interview*	
	National Distillers Prod. Famous Jury Trials L (E-M) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)			
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open House L
	Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	US Army & Air Force Roller Derby	Blatz Brewing Co., Roller Derby Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
	Esso Standard Oil Kroger Co. Alan Young Show	Lever Bros.-Rinso Big Town	Philip Morris Co. Truth or Consequences	Nash Motors Nash Airflyte Theatre	
	Kaiser-Frazer Ellery Queen L (E-M) (NI)		Co-op Boxing L (E-M) (NI)		
	Ford Dealers of America Ford Star Revue Jack Haley L (E-M)		U. S. Tobacco Martin Kane, Private Eye L	*Film* TBA	Anchor Hocking Open House L
	Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		*Marshall Plan in Action*	*Stud's Place* L (E-M)	
	Ford Motor—Ford Theatre (Alt. Weeks)		Nash Kelvinator Star of the Family Morton Downey	Sylvania Electric Beat the Clock	
	Wildroot Charlie Wild	General Mills Live Like a Millionaire			
	Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Rocky King, Detective* L (E-M) (NI)	Drug Store TV Prod! Cavalcade of Stars L (E-M) (NI)		
	Campbell Soup Henry Morgan's Great Talent Hunt L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open House L
	Roller Derby (to Conclusion)				
	Bulova Watch The Frank Sinatra Show	*The Frank Sinatra Show*	Carter Sing It Again	*Sing It Again*	Sterling Drug Sing It Again
	R. B. DuMont Labs Saturday Night at Madison Square Garden L (E-M)	US Army & Air Force Sat. Night at Garden	*Saturday Night at the Garden*	Ever Sharp Saturday Night at the Garden	Chesebrough Mfg. Co. Saturday Night at the Garden
	Swift & Co., Wildroot, Snow Crop, Minn. Mining & Mfg., SOS, Bendix, Crosley Saturday Night Revue L (E-M)				American Tobacco Co. Your Hit Parade L

BIRMINGHAM

AND

BUFFALO

TELEPULSE

reports will be available in January and thereafter. Pulse is happy to announce the addition of these two new television markets, and feels that it is keeping faith with the promise Pulse made to the industry — stepping up its markets in proportion to TV penetration.

For information about these and other TelePulse markets . . . . . .

ASK THE PULSE

THE PULSE, INC.

15 West 46th Street

New York 19, N. Y.

Copyright 1951

THE STEVE ALLEN SHOW
is a relaxed, informal, and delightfully funny
CBS Package Program
that's sure to capture new friends, new customers for a wide-awake advertiser.

Variety gives a glad hand to Steve Allen and his "sharp sense of humor, fine flair for ad-libbing..." and predicts that this show is slated to wind up as "one of the top."

VIDEO CLINIC

Ad Club Gives AM Boost

A TELEVISION clinic with a boost for AM broadcasting was presented by the Oklahoma Ad Club a fortnight ago after an advance bulletin brought protests that the promotion piece implied radio is "dead."

"Is radio dead?" opened a bulletin announcing plans for the TV meeting. To the question was appended a footnote: "Stated at a leading national convention."

J. J. Bernard, general manager of KOMA, took exception to "the stated implication," and submitted KOMA's resignation from the club. He said he had no "beef" with TV and that indeed KOMA plans a considerable investment in television, but that "I still would like to report that the radio business is doing quite nicely, thank you, and will continue to do so."

Edgar T. Bell, general manager of KTOK, also protested. "Radio," he wrote, "is still very much alive, showing a satisfactory growth, and in my humble opinion will be a part of this great advertising business for a long time to come."

Parrick Reply

In reply, Jerry Parrick, account executive of George Knox & Assoc., who had sent out the bulletin, wrote each Oklahoma City station manager to emphasize that the radio question stemmed from remarks made at a national convention, and that the club's plan was to answer it authoritatively as a service to radio.

"I, like you, resent vigorously this implication about radio made at the national level," Mr. Parrick wrote. "However, that does not answer the question; the only way we can defeat it is to meet it and answer it."

He said he hoped radio would ask for an opportunity to show that it is not dead—"in fact, we intended that if radio did not ask, we would ask radio to present its story."

The program, attended by more than 100 advertising representatives, was presented by WKY-TV and the Alexander Film Co. of Colorado Springs. Eugene Dodson, promotion manager of WKY-AM-TV, asserted emphatically that AM is not dead, and, on the subject of television, presented case histories of WKY-TV success stories. Earl Austin, of Alexander Film Co., explained the production and costs of TV commercials, samples of which were presented.

SPIGHT NAMED

V. P. of Blair-TV Inc.

LINDSEY SPIGHT, for more than 17 years vice president and San Francisco manager of John Blair & Co., radio station representative, has been named vice president and San Francisco manager of Blair-TV Inc., television station representative.

The Blair-TV operation has been detached from the John Blair & Co. office in San Francisco and will occupy quarters at 304 Russ Bldg.

Blair-TV also has opened a Jacksonville, Fla., office with Harry E. Cummings in charge. Address is 1206 Barnnk Bldg.; telephone, 6-9770.

Mr. Spight was a founder of Greig, Blair & Spight, predecessor of John Blair & Co. Before that he was sales manager of KPO San Francisco.

STOVIN SIGNS

Gets 20 U.S. TV Outlets

TWENTY American TV stations are now represented exclusively in Canada by Horace N. Stovin & Co., Toronto station representation firm. Canadian business is now being lined up for summer use on these stations, chief Canadian advertisers to use TV in the United States being the Canadian Government Travel Bureau, Ottawa; Ontario Government Travel and Publicity Bureau, Toronto, and British-American Oil Co. Ltd., Toronto.

It has been known for some time that United States TV stations were looking for business in Canada, some of which was being placed direct, some through non-exclusive representatives. The Stovin organization is the first to sign up a number of U.S. TV stations on an exclusive basis. Canadian advertising has been testing U.S. border TV stations for the past six months both for the U.S. market and for the Canadian TV viewers. There are no TV stations as yet in Canada.

The list of TV stations now represented by the Stovin organization includes WBZ-TV Boston; WJZ-TV New York; WHAM-TV Rochester; WSYR-TV Syracuse; WKTV Utica; WICU Erie; WFIL-TV Philadelphia; WJAC - TV Johnstown, Pa.; WHIO-TV Dayton; WBNS-TV Columbus; WEWS Cleveland; WXYZ-TV Detroit; WJIM-TV Lansing; WENR-TV Chicago; WOC - TV Davenport; WTTV Bloomington, Ind.; KDYL-TV Salt Lake City; KING-TV Seattle; KGO-TV San Francisco, and KECA-TV Los Angeles.

'52 OLYMPICS

Finns May See on TV

POSSIBILITY is looming that Finland's sports fans may find in television the answer as to how they are going to see the next Olympic Games, scheduled for Helsinki in 1952.

Visitors from other countries will have priority on the limited number of seats but a recent TV demonstration there, arranged by the Ango-Nordic Co., and put on by the International General Electric Co., ballooned their enthusiasm about TV and the upcoming Olympics.

EXECUTIVES of Francis H. Leggett & Co. (Premier Food Products), sponsor of *Rumpus Room* on DuMont network, discuss promotion plans with Johnny Olsen, star of program. Seated (l to r): Mr. Olsen; Francis L. Whitmarsh, Leggett Co. pres.; Henry J. Miller, v.p. Standing: Arthur Ehrenfeld, sec.; David Kiviat, dir. sales.

ONE of largest TV spot contracts in Southwest is signed by Joske's, San Antonio dept. store. Contract calls for 260 1-minute spots, on KEYL (TV) San Antonio. W. D. Rogers (l), KEYL v.p. and gen. mgr., and Larry Shelton, KEYL acct. exec., watch Jack Pitluk, pres. of Pitluk Adv. Co., sign contract for Joske's.

JOHN A. BROWN Co., Oklahoma City, sets 26-week contract for TV *Shoppers' Revue*, hour variety show three times weekly on WKY-TV Oklahoma City with (l to r) William Fitzgerald, acct. exec., Robert J. Enders Adv. Inc., producer of show; John W. Cory, Brown Co.'s adv. mgr.; Ardell Garrettson, WKY-TV.

HALF-HOUR weekly *Lex Boyd Revue* on KRON-TV San Francisco is signed by Stryker's Soap. Al Haas Jr. (l) signs for Stryker's; looking on are Norman Louvau, KRON-TV sls. mgr.; Merritt Willey, acct. exec. for Guild, Bascom & Bonfigli, S. F. adv. agency.

COMPLETING arrangements for Northland Greyhound Bus Co. sponsorship of *Jack Horner's Sports Corner* on KSTP-TV Minneapolis-St. Paul are (l to r) Wendall O'Neil, Beaumont-Hohman Adv.; Jack Horner and Karl Kaufmann Jr., KSTP-TV.

ADVERTISER and entertainer get together at Detroit Adcraft Club's 45th Anniversary party. L to r: Gus Weber, aide to Bill Gaxton; Tom Hicks, exec. producer for Geyer, Newell & Ganger; Mr. Gaxton, host-emcee of CBS-TV's *Nash Airflyte Theatre;* N. F. Lawler, Nash dir. sls. prom. and adv., and H. G. (Ted) Little, Adcraft Club pres.

Telefile: WXYZ-TV

The Pacemaker for Day Programming

IN A CITY celebrated for the pulsating purr of its production output and the even, monotonous drone of highly-geared assembly lines, WXYZ-TV Detroit has generated its own competitive spark and bids fair to fetch new laurels in the process.

This is not just happenstance, for officials of the ABC owned-and-operated outlet have diligently striven to make the station felt in the bloodstream of the Detroit populace—and in the recreation habits of over 400,000 televiewers.

Shortly after its second birthday last fall, WXYZ-TV firmly grasped a veritable video dilemma by the horns and endeavored to prove that daytime television is not merely the glint in the eye of reality that many observers had thought it to be.

Today the station is programming well over 115 hours per week and making housewives and other stay-at-homes rue the very thought of housework undone. The success of such a bold venture could not be assured, obviously, without the support of budget-minded advertisers who, like broadcasters, had to be "sold" on a revolutionary idea. Programming was to get underway each weekday at about 7 a.m.

* * *

Riddell Stresses Daytime Operation

The pace for daytime programming was set in October 1949 by James Riddell, president of WXYZ Inc. (WXYZ-AM-TV-FM), who stressed its importance for profitable operation.

"In order to operate a TV station successfully it is necessary to make programs available at practically every hour of the day," he asserted. "This has been the goal of WXYZ-TV as witness the increase in our schedule over a two-year period."

Mr. Riddell promised—and the station has now put into force—operation from 7 a.m. to 1 a.m., Monday through Friday, and from approximately 10 a.m. to midnight, Saturday and Sunday. Thus the station staked its claim as the first in the Detroit area to schedule morning shows on that basis.

This is not the only "first" for the ABC O&O outlet, nor should it be inferred that WXYZ-TV devotes itself solely to commercially-sponsored programs. There is a sharp, executive-drawn dividing line between sponsored and public service shows. Yet every minute that Mr. Riddell declares available for commercial use is eagerly snapped up by the station's sales department.

* * *

WITH respect to commercial success, the Motor City's second TV outlet could single out its inaugural, showing a record of complete sellout for every minute in its 10½ hour opening day—highlighted at the outset with coverage of the World Series.

Doubtless one indication of the early acceptance of WXYZ-TV as a full-fledged member of the community was a pact of mutual cooperation with the Detroit *Free Press*, which joins hands with the station on many public service and commercial programs.

In point of fact, the *Free Press* issued a 16-page section on the occasion of WXYZ-TV's premiere, giving informative stories on the ABC outlet and all aspects of the infant industry.

Intensive Planning Before Opening

One factor in the auspicious success of the station is the intensive planning that antedated the actual opening. Six months before the premiere, an ABC advance cadre converged upon Detroit. Paul Mowrey, ABC national director of television, who has helped inaugurate all ABC O&O stations, and others worked closely with the Detroit contingent to circumvent the obstacles that confronted ABC telecasters in other cities.

The story of WXYZ-TV's emergence as one of the leading 100-plus TV stations in the country is, basically, a study of personnel and physical plant facilities.

Mr. Riddell, who heads up a

* * *

BEHIND the profitable operation at WXYZ-TV is a loyal and hardworking staff under the able direction of President James Riddell. Top heads get together over a station promotion piece (l to r): Chief Engineer Charles Kocher, Mr. Riddell, Program Director John Pival, TV Sales Manager Len Kamins and William Kendricks, sales representative.

combined AM-TV staff of nearly 100 workers, excluding some 40 talent hands, has come up the ladder in "local boy makes good" style. He joined the old King-Trendle organization in 1930 as an office boy, then moved up through sales and traffic to the post of general manager in 1946 when ABC bought out WXYZ. He was appointed president of WXYZ Inc. on April 13, 1950.

"Jimmie" Riddell is especially proud of the physical plant of the station, located in the Maccabees Bldg., just north of the downtown area. In addition to the 287-ft. antenna, reaching 485 feet from the sidewalk, huge neon signs flash the call letters over the city, and a 14-ft. high Trans-Lux news bulletin looks two ways down Woodward Ave., Detroit's main artery.

* * *

THERE are three studios, with the largest (6,000 sq. ft.) on the street floor. There is space for six complete TV stage settings, a seating capacity of 200, one-level lighting, a complete control room built within the studio and a fully equipped built-in kitchen. In addition, the first floor accommodates offices, work shops and a photographic dark room.

Special Feature For Auto Sponsors

One special feature made-to-order for Detroit's automobile dealer-sponsors is the 8-ft. opening cut into the north wall of this main floor studio, enabling autos to be driven right onto the television stage for live commercials.

The entire 15th floor of the building is used by WXYZ-TV to accommodate the TV and FM equipment, a studio and control room, movie projection room, dressing rooms and air conditioning equipment. In addition, a part of the 14th floor is used for executive offices.

Although it has outstanding facilities for studio shows, the backbone of the success of this station has been the $40,000 mobile unit, which has drawn widespread attention through the presentation of such remote shows as the Harmsworth Races, Gold Cup Races, Motor City Golf Tournament, hot rod races, bowling shows and even the consecration of a Roman Catholic bishop.

The unit has a completely equipped communications system, four cameras, an auxiliary power supply on an attachable trailer and an auxiliary lighting system.

One of the most spectacular remote jobs was that done for the Motor City Open Golf Tournament. Ranking as the most expensive and ambitious job done by the station, the coverage required two full crews, operating as two remotes in one. The main point of operation was the 18th green, with pickups coming from the 1st, 10th and 17th tees, and the 16th green. A 70-ft. tower was used to enable the 4-ft. microwave reflector to beam the pictures to the transmitter, 22 miles away. Regular telephone lines carried the audio.

MORE than lucky and very happy is Paul M. Hahn (l), president of the American Tobacco Co. (Lucky Strike cigarettes), who accepts *TV Guide's* gold medal from Publisher Lee Wagner (center), as A. R. Stevens, American's advertising manager, reflects the mood. Award was for TV "commercial of the year"—the "Be Happy-Go Lucky" editions, cited for "delivering the sales message in the most beguiling and painless way, with deftness, freshness and originality that make it a fine little entertainment on its own."

Operating on Channel 7 (174-180 mc), WXYZ-TV is RCA equipped throughout. It has a visual power of 27.9 kw and an aural power of 13.9 kw. Film equipment includes both 16 and 35mm projectors, a Projectal machine, and a rear projection screen enabling the station to give constant sponsor identification during film shows.

One month before the station began operations, it started selling itself to TV dealers. Some 600 retailers were invited to a "Television Clinic." At either side of the stage were TV sets, and at the conclusion of the discussion period, an actual stage was set up so the audience could watch a telecast in production, as well as set reception.

* * *

THE first television contract signed by the station was for the *Woods and Waters* sportsmen's show, by the Wettlaufer Mfg. Co. In March 1949 Detroit became an important origination point when *Rehearsal Call* was telecast to eastern stations on the network. This was the first time a Detroit station originated a telecast to the network on a regularly scheduled basis.

Chiefly responsible for the success of daytime programming since last October is Program Director John Pival, former sports writer and producer-director of stage and screen. Mr. Pival went to WXYZ as sports and special events director and, after three and a half years in the Coast Guard, later joined WXYZ-TV. Among the video programs produced by Mr. Pival in 1948 were *Transportation Unlimited, Builders' Show, Dog Show, Sportsmen's Show*, Motor City Open, Gold Cup races, Silver Cup and Harmsworth races, and the Soap Box Derby.

Mr. Pival worked out the format for *Pat 'n Johnny*, aired 2-3:15 p.m. Monday through Saturday. Participations in this popular favorite, which necessitates its own studio, vary from month to month, with current total at a dozen or so per day.

The show was built on two premises: (a) Women were tired of being "educated" by daytime shows, and wanted pure entertainment; (b) the show's costs had to be held to a minimum.

Remodeling an old dressing room into a 14x16-ft. studio, Mr. Pival built the show around the informal chatter of Model Pat Tobin and Disc Jockey Johnny Slagle, together with recordings. Utilizing every kind of prop, live or otherwise, that didn't require stagehands, and dispensing with electricians through fluorescent lighting, WXYZ-TV came up with a one-camera show that it reports ranks in popularity with most of the network shows.

This show began with an odd tag —"not for sale." From Dec. 12, 1949, until Jan. 23, 1950, the *Pat 'n Johnny* show was not available for commercials. Because of the doubts expressed that TV could be a solid medium during the day, WXYZ-TV officials decided to prove their point beyond a doubt before soliciting business for the program.

Results Prove Show's Impact

And prove it they did! With events such as jamming a telephone exchange; 54,500 pieces of mail in five days, and the discovery that 30% of Detroit's sets were in operation during the day, and 90% of these were watching *Pat 'n Johnny*. Occasion was a baby picture contest. With costs cut to the bone, WXYZ-TV was able to offer participations for as little as $40.

WXYZ-TV's morning schedule gets underway promptly at 7 a. m. when, supposedly, only radio news commentators and disc jockeys are stirring about the downtown premises. A 7-9 a.m. segment is devoted to *Dreambusters*, which is presided over by Johnny "Scat" Davis. He is aided and abetted by an instrumental trio, "Two Joes and a Hank," and Vocalist Judy Claire. Variety, music, time and weather reports and household hints are the order of business.

From 9 to 10 a. m. an audience participation show, *Coffee and Cakes*, is telecast, again with Mr. Davis heading up activities. Music, skits and prizes are featured. A 15-minute segment of this last hour is sponsored by DuMont in conjunction with a local appliance dealer.

In the first test of the pulling power of this morning show, Mr. Davis introduced a boxer puppy and announced a contest to name it. An offer of $275 in prizes drew 19,767 letters and cards during the five-day contest.

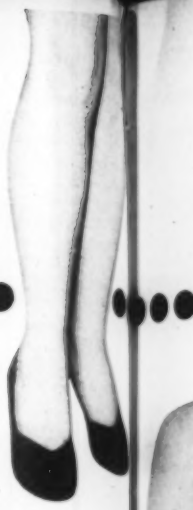
Success stories are legion and even notable at WXYZ-TV, particularly one involving sponsorship by General Electric Supply Co., which received orders totalling $10,000 over a two-week period in 1949. Other capsule successes: A. S. Beck Co. (participation outpulled newspapers three to one on a direct mail order offer); Walker Motors (30% to 40% of new car business attributed to wrestling sponsorship); Nat Greene Fashion Shop (traffic in store reached an all-time high); Gee Bee Sales (eight participations brought sales of merchandise valued at well over $21,000); Mamas Cookies (12 participations spurred sales increase from 35,000 to 165,000 units—no other advertising used); Crowley Milner Dept. Store (five-minute show advertising a dress, chairs and lamps resulted in record of $16,000 in sales cleaning out three departments).

Floyd Rice Finds Video's Sales Power

One of the most successful TV users in the Detroit area has been Floyd Rice, Ford dealer. Long a heavy user of radio, Mr. Rice jumped into TV for the impact of being able to show people the very cars he was trying to sell them. He has specialized in various sports shows, with his main showcase being a one-hour bowling show, *Make It and Take It*. Featuring prizes and stunts, plus a one game match between four of the country's leading bowlers, the show has reportedly been a terrific spur to his used cars sales.

On one telecast he offered 30 executive-used Fords for $1,395 each. Within 24 hours after the show he had sold all 30. Mr. Rice had successfully personalized his sales staff by having them demonstrate the cars on the show and

(Continued on page 74)



presenting the Queen *of*

TELEVISION SHOWS

THE "*Miss* U. S. TELEVISION CONTEST

For TV stations and TV advertisers, here is an absolute natural—a television show that combines beauty and talent, an idea so potent that it puts this show in a class with important football games, champion prize fights and other big sports events, as a natural mass audience TV attraction.

THE PLAN FOR 1951 is to stage a half-hour show once a week in every television market in the country. Each station will conduct its own local preliminaries, which will cover a span of thirteen to twenty-six weeks. These preliminaries will be conducted according to methods and procedures which we will supply. Stations will be told where and how to find girls who possess talent and beauty, how to audition them, how to conduct each weekly contest. Film opening, title slides, cards, application blanks, and every aid essential will be supplied.

FINALS—On the last week of the contest, the local finals will be run off to determine the local girl who will represent her city in the Grand Finals—Miss New York TV, Miss Detroit TV, Miss Los Angeles TV, etc.—one girl from each city will be brought to Chicago and from this group, "Miss U. S. Television" for 1951 will be determined. This selection will be made on a national coast-to-coast telecast, a gala event that should attract a big, big viewing audience.

OVER $150,000 IN AWARDS—The winners in 1951 will receive the most fabulous array of awards ever assembled for any beauty and talent contest. There will be lavish awards for the weekly winners and a bonanza for each city finalist. The grand winner, "Miss U. S. Television" for 1951 will reap a harvest enough for a queen's ransom—2 glittering weeks in Paris for two, flown both ways by Air-France, a lucrative one year's performance contract, a $2,500 diamond watch, a complete wardrobe, including a fur coat, a 1951 automobile, and many other opulent gifts.

POWERFUL PUBLICITY—The program gives you a plus value that money can't buy—the assurance of continuous publicity and promotion in your city, week after week. You know what that means to station and sponsor. Yes, you can count on our high powered public relations organization to be in there pitching for you all the time. We'll deliver a flood of news breaks, human interest stories and attractive pictures—the kind local newspaper and TV editors want and like to print week after week. The winner of each city final will be brought to Chicago to compete in the national contest. Her face, name and home station affiliation will be publicized coast-to-coast. All this local and national publicity, all this plus value will be yours—without extra cost.

"Miss U. S. Television" of 1950

Edythe Adams—MISS NEW YORK TV

The 1950 contest was a thrilling success —preliminaries telecast by WPIX New York, KTSL Los Angeles, WGN-TV Chicago, WDSU-TV New Orleans, WAAM Baltimore, WJW-TV Detroit, WCPO-TV Cincinnati, KSTP-TV St. Paul-Minneapolis, WXEL Cleveland, KDYL-TV Salt Lake City, WAFM-TV Birmingham, WSAZ-TV Huntington, W. Va., KPRC-TV Houston.

National finals at the Chicago Fair on the Lake Front September 3, 1950 which was designated as "Miss U. S. Television" Day. **(Set a new attendance record at the Fair.)** Grand Finals telecast over the DuMont Network. Al Capp, Mike Todd, and Walter Schwimmer were judges.

ARE YOU A PROSPECT FOR THE "MISS U. S. TELEVISION" CONTEST? As a station, you can buy the franchise for your market. This gives you the 1951 rights, we furnish the format and know-how, we furnish all the prizes, we back you with big-time public relations. We enter your winner in the national finals that will be nationally telecast. As an advertiser, you can sponsor "Miss U. S. Television" in one city, three cities, ten cities, twenty-five cities. That is, if you act quickly — a number of cities have already been spoken for. Or you can exclusively sponsor the national grand finals. This franchise has just been made available.

WRITE, WIRE OR PHONE! We'll be glad to send you all additional information, costs, and our handsome presentation piece at no obligation, if you will let us hear from you quickly.

WALTER SCHWIMMER PRODUCTIONS, INC.

(Radio Features, Inc.)

75 E. WACKER DR., CHICAGO 1

Phone FRanklin 2-4392

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 300,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.

WSPD-TV
CHANNEL 13
Nat. Sales Hq: 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

Commercial Preferences Surveyed by Ross

(Report 149)

THE "Be Happy Go Lucky" commercials for Lucky Strike cigarettes were selected as the most original commercials on television during 1950 by respondents to a subscriber poll conducted by *Ross Reports on Television Programming.*

These commercials tied with those of Arthur Godfrey for his various TV sponsors as the top "commercial that sell" among those answering the questionnaire, including executives of networks and stations, advertising agencies, advertisers, station representatives, program producers, talent, etc.

The 40-point program and personality poll showed *Garroway at Large* (NBC Sunday evening series sponsored by Congoleum-Nairn Inc.) first choice as "show that was pure TV," with "smoothest production" and "most original format." The Garroway program tied for first with *Your Show of Shows* (NBC Saturday night program with participating sponsorship) as the "show I make a point of seeing" and with the *Alan Young Show* (CBS Thursday evening series sponsored by Esso Standard Oil and Kroger Co.) as "best out-of-NYC origination." Ross subscribers voted Milton Berle's *Texaco Star Revue* as "show that sold the most sets."

Answers to the question: Can advertisers continue to support the medium?, were summarized as follows: "Leaving room for any and all types of subscriber vision (Phonevision, Skiatron), advertising will continue to support TV (especially in view of monies made available by virtue of excess profits taxes) . . . but past practices will have to be abandoned in favor of TV-tailored techniques, perhaps more of the rotating sponsorship approach . . . or cooperative sponsorship in different markets. . . . Respondents seem convinced, however, that TV is already a better buy than other media and that increasing numbers of advertisers are finding ways to use the medium effectively."

Network vs. Spot

To the question: Which pays off more—network or spot advertising?, "for the big-budgeted advertiser, the consensus of response is that a network program is far and away more effective, through its greater identification of program and product, its nationwide promotion and its extensive coverage," Ross states. It continues: "For concentrated area campaigns and for the smaller advertiser, regional and local, spot advertising has proved a payoff in dollar sales. From the packager's viewpoint, there's some doubt as to whether local market sales potentialities are great enough to match those of a network contract."

Those answering "yes" to the question: Were you satisfied with television's program development during 1950?, pointed to the expansion of programming on Saturdays, in the late evening hours and during the daytime, as an amazing achievement for so young an industry. The unsatisfied contingent echoed last year's criticism of a lack of new and original programs, with too much "warmed-over radio." The affirmative view was held chiefly by broadcasters and agencies; the negative mainly by creative people.

* * *

ABC's WENR-TV Raises Rates

ABC's O & O video station in Chicago, WENR-TV, will raise its local rates March 1, Central Division Vice President John H. Norton Jr. announced last week. Class A hourly rate moves to $1,300, with spot announcements to $250.

Rate increases are attributable to greater circulation and higher production costs, Mr. Norton said. He said that at the time of the last rate increase, Sept. 1, 1950, there were 627,881 video sets in the Chicago area. Now there are 830,000 sets, he explained.

* * *

Comedy, Drama Lead Nielsen Ratings

COMEDY still has the widest television appeal, with drama holding

(Continued on page 77)

Weekly Television Summary— FEBRUARY 5, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,000
Ames	WOI-TV	38,333
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	264,865
Binghamton	WNBF-TV	31,270
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	13,800
Boston	WBZ-TV, WNAC-TV	650,000
Buffalo	WBEN-TV	171,211
Charlotte	WBTV	56,631
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	815,471
Cincinnati	WCPO-TV, WKRC-TV, WLWT	234,000
Cleveland	WEWS, WNBK, WXEL	396,082
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas Ft. Worth-	KRLD-TV, WFAA-TV, WBAP-TV	100,544
Davenport Quad Cities	WOC-TV Include Davenport, Moline, Rock Is., E. Moline	38,466
Dayton	WHIO-TV, WLWD	154,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	400,141
Erie	WICU	44,340
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	100,544
Grand Rapids	WLAV-TV	101,126
Greensboro	WFMY-TV	49,812
Houston	KPRC-TV	60,158
Huntington-Charleston	WSAZ-TV	32,500
Indianapolis	WFBM-TV	112,000
Jacksonville	WMBR-TV	26,775
Johnstown	WJAC-TV	61,250
Kalamazoo-Grand Rapids	WKZO-TV	103,290
Kansas City	WDAF-TV	93,170
Lancaster	WGAL-TV	76,487
Lansing	WJIM-TV	40,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	73,770
Memphis	WMCT	70,144
Miami	WTVJ	52,000
Milwaukee	WTMJ-TV	202,106
Minn.-St. Paul	KSTP-TV, WTCN-TV	216,800
Nashville	WSM-TV	23,840
New Haven	WNHC-TV	129,500
New Orleans	WDSU-TV	47,179
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	2,000,000
Newark	WATV Inc. in N. Y. Estimate	52,457
Norfolk	WTAR-TV	68,003
Oklahoma City	WKY-TV	61,163
Omaha	KMTV, WOW-TV	750,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	25,100
Phoenix	KPHO-TV	212,000
Pittsburgh	WDTV	105,355
Providence	WJAR-TV	97,147
Richmond	WTVR	70,069
Rochester	WHAM-TV	38,444
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Is., E. Moline	35,998
Salt Lake City	KDYL-TV, KSL-TV	39,151
San Antonio	KEYL, WOAI-TV	77,500
San Diego	KFMB-TV	143,406
San Francisco	KGO-TV, KPIX, KRON-TV	133,000
Schenectady Albany-Troy	WRGB	63,100
Seattle	KING-TV	239,000
St. Louis	KSD-TV	95,117
Syracuse	WHEN, WSYR-TV	75,000
Toledo	WSPD-TV	61,085
Tulsa	KOTV	33,000
Utica-Rome	WKTV	219,760
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	55,619
Wilmington	WDEL-TV	

Markets on Air 63 **Stations on Air 107** **Estimated Total Sets in Use 10,516,271**

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

What's New in Television?
Take a Look at WPTZ!

"Early Morning Television? ...Don't Be Ridiculous!"

WHO in the world can watch television at 7:30 in the morning? Dad's scrambling for his bus . . . the kids are already late for school . . . Mom's in a tizzy. And besides, the television set's in the living room anyhow.

We know . . . we know. It's impossible.

Only somehow there seems to have been a slip-up in form here in Philadelphia. WPTZ's "3 To Get Ready" program—Monday through Friday, 7:30 A.M. to 9:00 A.M.—is accomplishing all the things the dopesters said couldn't be done!

For instance, the show had been on the air just four days when the first ARB survey was made. For the week it averaged 4.8 and on the last day of the survey it hit a rating of 6.8. This means that 142,800 Philadelphians were watching "3 To Get Ready" when according to Hoyle, they should have been doing something else.

Already the program has received more than 6,000 cards and letters and has picked up nine advertisers—all local. We point this out because local advertisers are the ones who really know Philadelphia show values.

As a matter of fact, we'll make this flat statement: *Right now, "3 To Get Ready" is the biggest advertising bargain available in Philadelphia television.* We'll even go so far as to take in a lot more territory if you wish.

That's a pretty strong statement but we can back it up. If you don't believe us, give us a call here at WPTZ or see your local NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Bldg. • Phila., Penna.
Telephone LOcust 4-2244

WPTZ **FIRST IN TELEVISION IN PHILADELPHIA**

NBC
TV-AFFILIATE

Educational Phase

(Continued from page 57)

gramming brought an opinion from Dr. Stanton that in an instance where there is only one station serving, using a frequency for such in-school broadcasting would not be the most effective utilization of that channel. The witness conceded that such an opinion would not hold true when there were a number of channels available.

Mr. Plotkin asked if the problem in putting on selective programming is based on the fear of driving away audiences and the cost factor—loss of revenue from not being able to sponsor this time. Dr. Stanton admitted these factors.

The FCC counsel referred to Dr. Stanton's earlier testimony wherein the witness had referred to a scarcity of TV channels in contrast to the number (100) of channels that had been alloted for FM. Mr. Plotkin brought out that if the entire UHF is used, there would be 70 channels; added to the 12 in VHF would make a total of 82 TV channels. He termed this as "a scarcity of 82 as against 100 channels."

Mr. Plotkin also questioned Dr. Stanton on whether it might not be advisable in the city-by-city channel allocation hearing forthcoming before the FCC to simultaneously determine whether channels might be held for non-commercial educational purposes.

The CBS president replied that the FCC should go ahead with the allocation, giving a maximum number of stations to each market, then when the individual hearings are held after applications come in, determine whether there should be a hold on any one of these channels for an educational institution.

Next witness was to have been Jack Poppele, president of Television Broadcasters Assn. Thad Brown, TBA counsel, pointed out that Mr. Poppele had been forced to return to New York for business reasons and, accordingly, TBA's appearance was waived.

Bernard O'Brien, on behalf of WHEC Inc., returned to the stand to present a statement answering rebuttal to his previous testimony.

Raymond F. Guy, appearing for RCA and NBC, was briefly recalled to the stand and submitted revised data in connection with his previous testimony.

Final witness Tuesday was John D. Reid, for RTMA, who testified on the association's action in reaffirming 41.45 mc as the RTMA standard intermediate frequency for television receivers in both the UHF and the VHF.

A brief session Wednesday morning heard testimony of E. W. Chapin, chief, Laboratory Div., FCC, on some of the laboratory research into receiver problems.

Recipe for TV results in Central Ohio . . .

Edwina Zanes is a nationally-known home economist. Televiewers like her easy style of step-by-step food preparation and demonstrations . . . interspersed with friendly tips and helpful information for the homemaker.

STUDIO "K" Mrs. Zanes' Kitchen

How big can a kitchen get? This one is a popular part of thousands of TV homes . . . and a profitable place to demonstrate food products, appliances, and other items for homemakers.

Mrs. Zanes' Kitchen shows a phenomenal mail count—month after month—for advertisers on this well-known participation program. For example, a recent offer brought in over 900 requests for a recipe pamphlet. For other specific mail counts and details about Studio K, phone your Blair TV representative or write.

WBNS-TV COLUMBUS, OHIO Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM Sales Office: 33 North High Street

PROGRAM APPEAL *Hennock Urges Need of Cultural TV*

"AS a member of the FCC I can tell you that while everybody talks about television, we have the power to do something about it," declared FCC Comr. Frieda B. Hennock last Thursday before the Women's National Democratic Club of Washington.

The assertion was appended to Comr. Hennock's observation that television had become a part of everyday conversations with program criticisms usually being voiced, both good and bad.

The FCC Commissioner, outspoken champion for educational broadcasters, went on to say: "That is why I have been advocating that the FCC set aside 25% of the remaining 2,000 available television frequencies for the exclusive noncommercial use of educational institutions."

Discussing the vast number of televiewers in the nation, she ventured that recent surveys have shown children in video homes devote more time to watching TV than they do in school.

"If our youngsters are to be exposed in such degree to this new medium, it is high time we begin to examine just what this medium is doing for them and perhaps what uses it can be put to in order to favorably influence their cultural development."

Observing that television had quickly won the public's fancy and literally captured the imagination of the children, she maintained: "In their interest we have the responsibility to see that this great natural resource is devoted in part for cultural advancement to education as well as entertainment.

"Certainly television is important to the free exchange of ideas, public information and the development of our cultural heritage as mining coal, the production of newsprint and drilling for oil is to our economic and industrial growth," she said.

I firmly believe that television is the synthesis of all the arts. I think it will prove to be the most influential medium of mass communications ever devised. Already we have seen a sample of its influence on the habits and morals of our younger generation. Hopalong Cassidy cowboys outfits and a heavy belt supporting a pair of six guns have become standard wearing apparel for many of our small fry.

Comr. Hennock envisioned education in television as not necessarily being "dull or bookish." Rather, she declared, "it can be informative and at the same time most interesting."

Cites Various Uses

She cited examples of how literature could be interestingly taught through television as could medicine, law and even languages. For medicine she cited the example of medical colleges that used TV to demonstrate operations and delicate techniques for the benefits of hundreds of observers.

Comr. Hennock repeated her belief "that 75% of these 2,000 new television channels soon to be alloted are sufficient for commercial stations. Setting aside the remaining 25% would insure the educators of some 500 television stations for their exclusive non-commercial and educational use.

"Educational television can exist side by side with commercial TV stations," Comr. Hennock pointed out. She termed the educational stations as insurance of "one of the basic precepts of American democracy, namely, freedom of choice to listen. There is today no choice between commercial and educational programs."

NEEDS LISTENERS
BBC Educational Problem

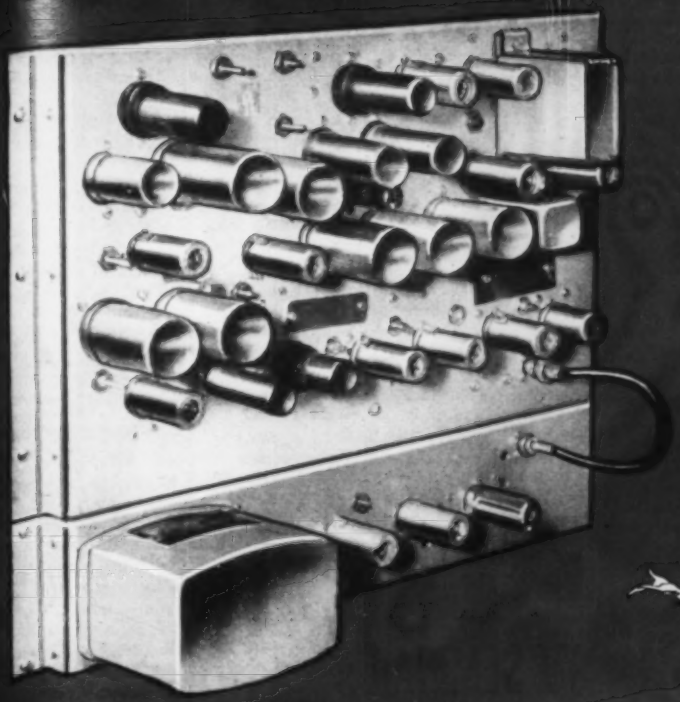
ENGLAND and its BBC-brand of radio seem to suffer from educational broadcasting problems, too. Although educators in Britain have no trouble getting time on the air, they continue to be bothered by the fact their shows don't attract many listeners.

The British government's Broadcasting Committee Report, issued last month [BROADCASTING • TELECASTING, Jan. 22], noted that while BBC's in-school service has received high acclaim, the adult education programs have not been successful. Comments included the following:

There is no doubt that the BBC can get admirable talks and discussions out from the microphone. The problem is that of finding an active serious audience for them and making the broadcast a stimulus to discussion and reading . . .

The bulk of listeners treat listening as a secondary activity, a background noise while they are doing something else, and most of them want from the radio not education but entertainment. The Audience Research results suggest that, except perhaps in the field of music, broadcasting cannot make its own audience for the best it can do. Those from the universities are ready to be serious listeners; those who have not passed beyond the elementary education age at school are not easily brought beyond it by broadcasting.

In the field of adult education broadcasting has beaten a retreat from early ambitions in Britain, as in the United States; but the retreat should not be final. For several distinct reasons, it is socially important that the BBC, in combination with all other authorities interested in raising the citizen's understanding of the world around him, should make a fresh attack.



TELEVISION DEMODULATOR

... shows you what your customer sees!

CAN you believe what you see on your transmitter monitor? This demodulator gives you a *true* analysis of transmitter performance and allows for accurate control in conformance with FCC requirements.

Designed for utmost stability, it provides outputs for simultaneous picture and waveform display. It is rack-mounted and phase-compensated for single-sideband reception . . . the only demodulator of its kind on the market!

- **Invaluable for transient response measurements**
- **Absolute zero carrier reference**
- **Overall response—flat to 5.5 MC.**
- **With special preamplifier, it can be used as a high-quality re-broadcast receiver.**

SEND FOR NEW BULLETINS

Complete specification sheets on G-E television equipment will be sent on request. Write: *General Electric Company, Section 221-5, Electronics Park, Syracuse, N. Y.*

You can put your confidence in—

GENERAL ELECTRIC

Newest addition to KPIX's afternoon program schedule is "Rumpus Room", starring Natalie and Monty Masters. The Masters, who have long been one of San Francisco's top network radio teams, and their six year old son, Topper, are actually building their own Rumpus Room in the KPIX studios.

The hilarious events that take place as construction gets underway, have already made "Rumpus Room" one of the Bay Area's most popular TV programs.

Hourly visits with the charming Master family are aired on KPIX, Tuesdays through Fridays at 5:30 PM.

CONCERT SERIES

KSFO'S "Winter Concert Series" has been unanimously acclaimed as one of San Francisco radio's top musical programs. Narrated by Bill Hillman, the two hour symphonic program has highlighted the works of Mozart, Beethoven, Debussy and others outstanding in the musical world.

TV ACADEMY

With the TV Academy's Annual Award Dinner set for February 24, Academy members will be voting in 12 categories for top TV awards.

IN THE AIR

KPIX Kitchen with Faye Stewart now moves to five days a week. . . . "Press Club Presents" recently played host to Irish Ambassador, John J. Hearne. . . . "Once Upon A Time", seen weekly on KPIX, has been cited by the Parents'-Teachers' Association as the outstanding children's program in the area. The 15 minute children's feature, in which classic fairy tales are dramatized, is narrated by Ruby Hunter.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 560
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

Sports Status

(Continued from page 57)

events was introduced to the Illinois state legislature last week, in the wake of the National Collegiate Athletic Assn. ban on live football telecasts for a year. Sen. Peter J. Miller (R) of Chicago on Monday introduced in Springfield a bill which would require tax-supported institutions above the high school level to advertise yearly for bids on television contracts.

This method would give the school the greatest revenue consistent with a system which gives the maximum number of athletic events to the public on TV, the Senator said. Contracts would specify that such events would be telecast in the state.

The previous week, Rep. Richard Stengel (D) of Rock Island submitted a bill which would prevent the U. of Illinois from getting money for telecasting athletic events in theatres and not in TV homes.

Sen. Miller questioned the right of the NCAA "to say that athletic contests of tax-supported institutions should not be telecast." Illinois is a member of the Big Ten, one of the leading units of the NCAA. He also asked "Why shouldn't high school basketball fans have the privilege of seeing the annual state tournaments via television, particularly so when seating capacities are inadequate to accommodate all the people who wish to attend?"

Sees No Influence

Sen. Miller reported that Douglas Mills, athletic director at Illinois, said he doubted that live telecasting of Urbana football games would have much influence in cutting attendance. He added, however, that a university getting most of its attendance from a large city, such as Northwestern U. which draws from Chicago, might find TV a serious threat to the gate.

His bill provides for advertisement of bids in May in a newspaper published where the school is located, with sealed bids being received until Aug. 1 when they would be opened and contracts awarded for the next year.

WPIX (TV) New York will telecast all home games of the New York Giants during the 1951 season under a contract signed last week. Season, comprising 77 games including 14 night games to be played at the Polo Grounds, marks the third consecutive year that WPIX has had exclusive telecasting rights to the Giants' games, not counting 1948, when WPIX carried the Giants' night games while WNBT (TV) New York covered the day games.

Liggett & Myers Tobacco Co., which has sponsored the Giants telecasts on WPIX in former years for Chesterfields, is expected to sign a contract for 1951 sponsorship this week, through its agency, Cunningham & Walsh.

TELE-VERSION of the Defense Dept.'s 1951 edition of *Armed Forces Hour* is jointly announced in Washington by Chris Witting (l), general manager of the DuMont Television Network, and Defense Secretary George C. Marshall. Premiere telecast of the public service series was aired by DuMont yesterday (Sunday), 8:30-9 p.m. EST, with Gen. Marshall appearing in a film insert at the start of the program, which originates at the studios of WAAM (TV) Baltimore [BROADCASTING • TELECASTING, **Jan. 29**].

TV SEMINAR

WAAM Draws Noted Speakers

FIRST ANNUAL Regional Television Seminar, at WAAM (TV) Baltimore Feb. 16-17, will feature an imposing list of speakers. Topics of mutual interest will be discussed by delegates of four networks, a prominent advertising agency and a television stations sales representative firm.

Among those scheduled to speak and their topics are:

Dr. Allen B. DuMont, president, DuMont Television Labs, and of the DuMont Television Network—"A Survey of Television"

Charles Underhill, general manager, CBS-TV New York—"Program Selection and Balance"

Robert Saudek, vice president, ABC—"Television's Responsibility to the American Public"

William I. Kaufman, casting director, NBC television—"Casting the Television Program"

Edward B. Roberts, script editor for BBDO—"Writing for Television"

Jack Harrington, president, Harrington, Righter & Parsons—"Sales, Promotion, and Research."

WAAM department heads—"Career Opportunities at the Local Station."

Students Invited

The seminar, to which some 100 college students will be invited, is subtitled "Career Opportunities in Television." Printed copies of the talks are to be available on request.

Along with WAAM, co-sponsors of the seminar are the U. S. Office of Education, Johns Hopkins U., American U. and Temple U.

All meetings will be held at the WAAM Bldg. Friday's dinner and Saturday's luncheon will be furnished by WAAM. Hotel accommodations have been arranged at the Lord Baltimore Hotel. There will be a seminar registration fee of $2 a person.

'TAIN'T SO

Nielsen Tells Crosby

A. C. NIELSEN Co., Chicago, disagrees with Critic John Crosby that televiewing is on the decline, and told him so in a letter which whacks Mr. Crosby across his typewriter with a shillelagh of statistics.

In the letter, the marketing research company tells Mr. Crosby: "Speaking of Milton Berle, you say (Jan. 19) that you believe his success is 'illusory' because, while he may attract a high percent of the viewing audience, 'it is my feeling that television is already losing a lot of the total audience; that is, potential listeners are turning in disgust to other pursuits. . . .'

Refuted by Facts

"I am afraid that your 'feeling' that television is losing a lot of its total audience is not borne out by the facts," the letter commented. Comparing October and November 1949 with the same months in 1950, the letter continued, "we find that at any one moment between 6 and 11 p.m., an average of 58.3% of all families with television sets were viewing television in 1949, whereas, a year later, average sets in use during the evening rose to 62.2%.

"Numerically, of course," the letter added, "the rise was even greater—from 1,629,000 to 5,423,000 families—due to the greater number of families who owned television sets in 1950."

IRE AGENDA

TV Gets Prominent Place

ALTHOUGH the subject matter of the papers to be presented at the 1951 national convention of the Institute of Radio Engineers—March 19-22 at New York's Waldorf-Astoria Hotel—ranges from nuclear science to loudspeaker design, television will occupy a major place on the agenda. Three technical sessions, comprising 15 papers, are to be devoted to TV.

In addition, there is to be a panel discussion on the electronic, electrical, architectural and mechanical constructional features of the Empire State Bldg. tower which six of New York's seven TV stations soon will be sharing as a broadcast antenna, and a second symposium on color TV. Half of the papers to be read at the symposium on broadcast transmission systems deal with telecasting equipment.

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting industry.
Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

ONE OF A SERIES FEATURING THE MEN WHO MAKE FREE & PETERS TELEVISION SERVICE

Four years, Northwestern University (B.S.)

Three years, U. S. Navy

One year, Mars, Incorporated

Free & Peters (Chicago Office) since June, 1950

"Candy is dandy," says—

RICHARD F. KIELING!

(Another F&P TELEVISION Specialist)

Yes, before joining F&P, Dick was darned near up to his esophagus in candy bars! He was with Mars, Inc. as a Field Sales Supervisor in charge of a promotional crew calling on wholesale and retail candy outlets. This taste of promotional work settled it — Dick decided it was his dish for keeps. And once we'd met him, we immediately knew we wanted him to bring his dish to our "table of organization!"

Actually Dick's coming to F&P is typical of the way *most* of our well-seasoned TV Colonels got their start. Enthusiastic and ambitious, they came from all sorts of businesses — newspapers, radio stations, advertising agencies, soap companies, insurance firms and other sales organizations. As a team we think you'll find us about as versatile, well-informed and sincerely interested in being helpful as any group you've ever met. Or maybe more so!

That's how we operate, here in this pioneer group of radio and television station representatives.

EXCLUSIVE NATIONAL TELEVISION REPRESENTATIVES

DAVENPORT (Central Broadcasting Co.—WHO-WOC)	**WOC-TV***
FORT WORTH–DALLAS (STAR-TELEGRAM)	**WBAP-TV***
LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
SAN FRANCISCO (THE CHRONICLE)	**KRON-TV***

*Primary NBC Affiliates

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

WOW-TV Serves

One Of The Five FASTEST GROWING T V MARKETS in the United States

EVERY DAY DURING 1950 An Average of 152 FAMILIES Were Added To The WOW-TV AUDIENCE

It Almost Doubled the Last Quarter of 1950

PRESENT TOTAL OVER 60,000 SETS

COST PER THOUSAND Has Dropped From $9.60 to $5.40

WOW-TV Channel 6

FOR AVAILABILITIES CALL ANY BLAIR-TV OFFICE OR WEBSTER 3400

OMAHA, NEBRASKA

Mr. Martin (seated) explains workings of his color-TV console to (l to r) Mr. Horton, Dr. Letton, Julie Daves and Mr. Reinsch.

* * *

WSB-TV SHOWING

Color Demonstration Given

MORE THAN 2,000 Georgia school officials and high school students got their first view of color television Jan. 31-Feb. 1 when WSB-TV Atlanta was host at a two-day demonstration. The medium was brought to the state capital through the cooperation of CBS and Smith, Cline & French Labs., Philadelphia.

Invitation to the laboratory technicians for the special showings came from J. Leonard Reinsch, managing director, Cox radio and television operations, and John M. Outler Jr., WSB-TV general manager.

John Martin, head of the CBS crew, brought the unit to Atlanta several days in advance of medical programs scheduled Feb. 5-9.

Dwight Horton, of Rich's department store, emceed the school show, which was produced by Elmo Ellis of WSB-TV and Julie Daves of Rich's.

Additional credit was beamed at Dr. A. H. Letton, of Atlanta's Graduate Medical Assembly, who has charge of the medical demonstrations this week. Lewis Lang, public relations director for Smith, Cline & French, flew to Atlanta for the displays.

TV OR NOT TV

That Is The $2 Question

WHETHER to tax television roof antennae is becoming a subject of more and more legislatures.

Haverford Township, Pa., residents are going to have to pay $2 to erect TV antennae on their homes. This ordinance reportedly was enacted so that the township can control the type of aerial erected and safety of installation.

Meanwhile, a bill has been introduced in the New York Legislature which would permit tenants to install a television receiving set with roof antennae without being compelled to pay extra.

Video Scene in Court

MRS. SOPHIE EISENBERG was permitted to appear in Federal Court in New York last week and testify as to what she saw over her television set in Brooklyn of a fracas at a Madison Square Garden hockey game. It is believed this established a new precedent in government admission of evidence. Next time a World Series umpire is hit by a pop bottle, potential witnesses will run into millions.

PROPOSED BILL

Covers Low TV Necklines

PLUNGING necklines on TV have drawn the attention of the Massachusetts legislature. "If they were two inches lower, I think the girls would be barefoot," State Sen. William J. Keenan (D), told a State House hearing in Boston.

Sen. Keenan was speaking in connection with his bill to establish a six-man board of censors to pass on television entertainment, movies, floor shows and stage shows.

Representing WBZ-AM-FM-TV Boston, Simon P. Townsend, attorney, told the Legislative Committee on State Administration that the federal courts have ruled TV networks are interstate business. He declared the state has no power to impose censorship. At the same hearing, State Sen. Sumner G. Whittier (R), urged passage of a bill for a State Television Education Authority as a medium for teaching pupils.

ADDITION of Doherty, Clifford & Shenfield, General Electric and Ruthrauff & Ryan as subscribers to the full Videodex Television rating service makes a total of 68 subscribers, Allan V. Jay, president, Jay & Graham Research Inc., publisher of Videodex, announced last week.

Telefile

(Continued from page 65)

has built a city-wide recogni[tion] of one salesman, "Harry the Hat."

WXYZ-TV holds a fine respe[ct] for the popularity of the documen[tary] film *Crusade in Europe*, f[or] the station has had three commer[cial] sponsorships of the series. After the *Time-Life* purchase, i[t] was picked up by the Detroit Ed[i]son Co., and is now in its thir[d] running on Detroit telesets under the aegis of Appliance Wholesalers Inc., local Hallicrafters distributor.

Chief Engineer Charles Koch[er] is a Detroiter, who got his star[t] as transmitter engineer for WMAQ Chicago. He joined the FCC field staff in 1940 and two years later was placed in charge of the Cleveland field office. He joined WXYZ as chief engineer in 1944, taking over active supervision of construction of WXYZ-TV. He now directs the engineering activities of the entire WXYZ-AM-FM-TV operation.

Kamins Heads Sales

Under Mr. Riddell, Len Kamins directs the sales staff, which has piled up an impressive list of both accounts and success stories.

Mr. Kamins assumed the TV sales spot in July 1948 before the station actually took the air. He previously had received TV grounding while a student at the U. of Michigan in the early '30s, working with W2XAB, CBS experimental outlet, as announcer and assistant producer. He joined Young & Rubicam in 1933, holding various copy positions and later was account executive. After military service he joined Brooke, Smith, French & Dorrance.

Mr. Christians

Another important member of the staff is Harold S. Christians, merchandising manager, who has built a nationally known reputation for cooperation in merchandising with manufacturers. Doubtless Mr. Christians had a hand in WXYZ's decision to make available a demonstration service comprising women workers in supermarkets. Newest member of the WXYZ-TV team is Hal Neal Jr., who moves into advertising and sales promotion managership when Dean Linger moved to ABC Chicago.

Rate card for WXYZ-TV Class A, one hour $1,110, one minute $200; Class B, one hour $660, one minute $132.

Kudner Agency Moves

KUDNER AGENCY Inc., New York, has moved into its new quarters at 575 Madison Ave., where for the first time in two years all the departments of the agency will be housed in a single building. Phone number is Murray Hill 8-6700.

'50 SALES UP

On Radio, TV Tubes

RADIO receiving tube sales increased last year 93% over the figure recorded for 1949, while units and dollar value of TV picture tubes sold to manufacturers more than doubled the 1949 output, Radio-Television Mfrs. Assn. reported Friday.

Radio tube sales for 1950 totalled 282,960,599 compared with 198,753,295 the previous year, with the following breakdown: New set equipment, 301,483,350; replacements, 69,324,540; export, 10,767,831, and government purchases, 1,384,878.

December tube sales of 38,723,601 far exceeded the December 1949 total of 23,807,281, but fell short of the November 1950 mark of 39,326,641.

RTMA reported TV picture tube sales amounting to 7,473,614 units with a value of $198,737,428 during 1950 compared to 3,305,673 tubes valued at $92,402,520 the previous year.

Indicating the trend to larger TV screens, RTMA pointed out that 72% of the television-type cathode ray tubes sold to manufacturers last year were 16 inches and larger, while in 1949 only 16% of purchases represented tubes of 14 inches plus.

Total cathode ray tube sales, including camera pickup tubes and oscillographs, amounted to 7,530,849 units with value of $200,016,051. Of December's total of 686,815 units, valued at $20,639,246, 95% represented tubes 16 inches and larger in size, RTMA said.

Components

(Continued from page 32)

ited outright in output of civilian radio antennas (in connection with stainless steel), as plating for name plates and knobs, and as decorative trim for radio and television sets. Use of nickel silver in functional parts of electrical engineering and engineering instruments was excepted, however.

In other developments:

● NPA officials told durable goods industry representatives there will be less steel, copper, aluminum and other materials available in the second quarter of 1951 than during the first.

● Authority for issuing tax amortization certificates to write off more quickly cost of new plant facilities was transferred from National Security Resources Board to Defense Production Administration.

● DPA and NPA were given formal authority to plan for assurance of maximum production of consumer goods in line with the purposes of economic stabilization; balanced production, "including continuance of lower-priced and medium-priced lines and models in due proportion to total production"; limited changes in models and line of products using scarce materials; substitution of less vital materials; conservation in critical materials; allocation of such materials and commodities in such a manner as to preserve distribution for "most essential" uses.

● Manley Fleischmann, NPA general counsel, was appointed acting administrator of the authority by Commerce Secretary Charles W. Sawyer.

RESTRICTIONS

Bring 3 CBS Cancellations

THREE cancellations directly attributable to emergency defense restrictions were reported by CBS last week. Household Finance Corp., sponsoring *People's Platform* CBS-TV, Sunday, 5:30-6 p.m., was to discontinue the series yesterday (Feb. 4), because of the increasing loan restrictions affecting the company. Agency for the account is LeValle Inc., Chicago.

Second cancellation, effective Feb. 4, came from Reddi-Wip, producer of packaged whipped cream, which was featuring Arthur Godfrey, Sunday 4:30-5 p.m., over CBS. A 25% reduction in allocation of metal for the spout of the Reddi-Wip can, was given as the reason for the company dropping the show. Agency is Ruthrauff & Ryan, New York.

The Gibson Refrigerator Corp., Cincinnati, was forced to withdraw sponsorship of *The Mady Christians Show* originally planned to begin Jan. 20, Saturday, 7:30-45 p.m., over CBS, due to fear of production cut-backs (see story page 32). Agency is Wallace-Lindeman Inc., Grand Rapids, Mich.

NBC when queried by BROADCASTING • TELECASTING, reported that while, as yet, it had no cancellations, at least two were expected in the near future, one of which will probably be a linoleum company.

The other networks, ABC, Mutual and DuMont, however, remained optimistic, and reported that business in all lines was continuing strong.

BILL AFFECTS

Alcohol Ads on Radio, TV

REP. JOSEPH R. BRYSON (D-S. C.) last week introduced a bill (HR 2188) to bar alcoholic beverage advertising from interstate commerce, thus affecting radio and television.

The bill, similar to those he introduced in past sessions of Congress, contains a provision stating it would be unlawful to broadcast any advertisement of alcoholic beverages "or the solicitation of an order for alcoholic beverages." The measure, referred to the House Interstate & Foreign Commerce Committee, contains a penalty for violators of $100-minimum, $1,000-maximum fine and a six months to one year prison term. It would include beer, wine and liquor advertising.

TV Promotion Method

WALLACHS Inc., men's furnishing-store chain, is offering customers a chance to see themselves on television as a promotion effort. The demonstrations, produced by RCA Victor in cooperation with the Frank H. Lee Co., manufacturer of Lee hats, began Thursday in the Wallachs Empire State Bldg. store. Other Wallachs stores in the New York area will offer the demonstrations which will continue two or three days in each store.

OREGON AD CLUB

Hears "Brand Names" Head

COST of advertising should be given "appropriate allowance" in the fixing of price ceilings, Henry E. Abt, president of Brand Names Foundation Inc., told business leaders at an Oregon Advertising Club, Hotel Multnomah, Portland, Ore., last Wednesday. Mr. Abt also called for allowance of advertising cost in the negotiation of government "cost plus" contracts.

Brand advertising, he told the businessmen, "must go on, though not a single brand item may be procurable," since they represent the "promise of industry that American standards will prevail" when "the victory has been won."

CHANNELS STUDY

Requested by Bricker

SEN. JOHN W. BRICKER (R-Ohio) again has asked Congress to direct the FCC to study and investigate the setting aside of TV channels for "nonprofit educational programming" by educational institutions and report its findings to Congress.

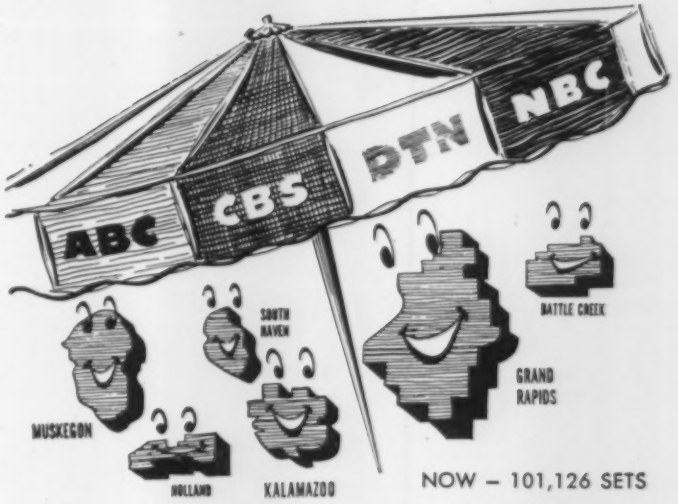
The joint resolution (S. J. Res. 28), introduced in the Senate last Thursday, is identical to Sen. Bricker's proposal in the throes of the 81st Congress [BROADCASTING • TELECASTING, Dec. 4, 1950], except for elimination of the setting aside of channels in each state.

FCC has completed its hearings on the reservation of TV channels for education in its overall UHF-VHF allocation and is preparing for its next phase (see story page 57).

Wade Estate

WALTER A. WADE, head of Wade Advertising, Chicago, who died Jan. 16 [BROADCASTING • TELECASTING, Jan. 22], left an estate valued at more than $300,000, according to a petition filed in Chicago Probate Court Tuesday. His will names the Harris Trust & Savings Bank co-executor and co-trustee with his wife, Pearle, and son, Albert G. (Jeff) Wade II, an executive of the agency.

nothing but smiles under our umbrella!



NOW – 101,126 SETS

WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

Profitable Advertising

(Continued from page 58)

weeks of advertising, 2,015 personal interviews were conducted in these four cities. Some striking evidence of the impact of television appeared in the results.

	A Cities*	B Cities**
% owning television	8.1	17.4
% aware of any current electric-shaver advertising	47.1	58.6
% naming brand advertised	26.3	39.8
% among TV owners		73.1
% among non-TV owners		32.8
% remembering the media in which product was advertised***		
Magazine	16.8	16.1
Newspapers	5.8	8.5
Radio	5.0	5:3
Television	.5	17.6

* A Cities — Magazine, radio and newspaper cities.

** B Cities—Magazine, radio, newspaper, and television cities.

*** Some respondents named more than one medium. Note that: (1) More people were aware of electric shaver advertising in the TV cities than in the non-TV cities (58.6% vs. 47.1%); (2) A higher percentage of people in the TV cities could name the brand advertised than in the non-TV cities (39.8 vs. 26.3). Further, the percentage among TV owners naming the brand advertised reached the amazing figure of 73.1. (3) Television led all media in the percentage of respondents (17.6% named the medium in which the product was advertised).

Low-priced product — Product with Dual Adult and Juvenile Market. A test survey was conducted one month before product was advertised on TV, and again after the schedule had been on TV for 13 weeks. Five hundred television families were visited, and one member in each family was asked what brands or makes he could name and what was the last brand purchased.

	Before Campaign	13 Weeks After Start of Campaign
% naming advertised product	12.2	23.4
Men	17.4	21.6
Women	10.5	22.2
Children under 18	41.7	62.5
% naming advertised product as last brand bought	1.6	5.0
Men	1.4	2.3
Women	1.4	5.3
Children under 18	8.3	12.5

Increased mention of advertised product and increased sales show that the five-a-week TV spots had a remarkable impact.

Free offers—Cookbook Offer. In a given month, thirty-three 40-second live free cookbook offers following an 80-second film playlet in two markets brought in 55,276 requests. Cost of the TV spots was $7,265.43. The unit cost per request was only 13 cents, phenomenally low for either radio or printed word. The printed media offer cost $92,687.88 and brought in 36,541 replies at a unit cost of $2.54 per reply.

Outpulls Printed Media

In another instance, an advertiser desiring coupon response in order to distribute a booklet on a vacation resort found a careful analysis of inquiries from various media — newspapers, magazines and television—to reveal the following cost-per-inquiry comparison: television—27 cents; printed media—62 cents. The foregoing examples are used to indicate that this relatively new medium is responsive to advertising.

Television advertisers. The growth in the number of television advertisers has been not only steady, but almost fantastic, in its rate. Today, there are already well over 3,000 television advertisers. Most of them are using the medium for one or more of the following reasons:

—to sell merchandise.

—to be able to *demonstrate* their product in the home.

—to reserve valuable time franchises.

—to secure first rights to specific properties and develop them into valuable programs.

—to provide for experimentation with commercial production.

—to gain a head start against competition and capitalize on the prestige advantages of being a leader in the field.

—to meet already existing competition in television.

—to find a series of programs which will best fit the specific product or service presentation.

—to test the effectiveness of the medium by continuing audience research of reactions to program entertainment and commercial treatment.

—to capitalize on the novelty impact, high product identification, and audience loyalty values of television advertising.

—to do a public-relations job with customers, distributors, dealers, and employees.

Much has already been tried in television advertising; much more remains to be tried. The natural assumption is that television copy will follow the same general rules and use the same basic appeals as advertising in other media, while adding such additional elements as are possible through the new medium.

As far as visual techniques are concerned, tricks such as cartoon animation and other devices such as Lucky Strike's marching cigarettes are more likely to cause comment by the viewers than the live-action type of commercial, whether telecast directly or put on film. Yet there are already some examples of notable live-action commercials, and more will develop as time goes on. Which does the best job of selling has not yet been conclusively determined. It seems reasonable to assume, however, that there are legitimate uses for both types of treatment.

Note—Television is growing so rapidly that illustrations used one month are outdated the next. It will be some years before factual data on television can be collected to enable an appraisal of the medium based on long-term experience and case histories.

Special FM Service

(Continued from page 28)

the general public such music so interrupted constitutes."

FCC also wanted to know whether the deletion of spots or other vocal material for subscribers is made "pursuant to the mutual interest of the contracting parties that measures be taken to prevent diversion of the benefits of this service to non-subscribers."

The Commission in all cases also asked for a description of the means by which undesired portions of a broadcast were cut out of the service to subscribers.

FCC's letters noted that the Commission has been asked, by "various petitions and other inquiries," to say whether stations engaged in long-term contracts—for "functional music . . . suitable for reception in commercial establishments"—are operating in consistency with FCC rules and public interest.

WLRD's contract is with Twin City Sound Systems Inc., it was noted, and was entered Sept. 30, 1949, for a three-year term during which the station would transmit, for 17 hours daily, programs "carefully planned, edited and produced in accordance with accepted practices employed by qualified broadcast stations." FCC said the agreement also stipulated the station would "provide suitable electronic or other means to render any of Twin City's FM receivers inoperative to receive such of [WLRD's] programs as Twin City shall advise [the station] it does not desire to receive."

Twin City pays WLRD at a rate ranging from $5 a month for each of the first 200 subscribers, to $3 a month for all over 1,000, with certain minimum payments guaranteed, according to the FCC.

In the case of WFMF, FCC noted, the contract is with Functional Music Inc., and provides for the station to broadcast a "planned music service, with all voice eliminated by use of supersonic signal control, daily on an intermittent schedule from 8 a.m. to 6 p.m. and continuously from 6 p.m. to 10:30 p.m." Marketing of special receivers and service, FCC said, is in the hands of Functional Music, which agreed to pay WFMF $6 a month per subscriber under an amendment of a two-year contract, terminable by either party on certain conditions.

KDFC Music Service

FCC's letter to KDFC pointed out that the station's agreement, with a "Musicast" division of the licensee company, provides for Musicast to furnish a music service over KDFC for at least 12 "service" hours a day, at a rate of $25 a month to subscribers. The letter quoted KDFC as saying its "only income is from the rental of the special receivers for this Musicast service." FCC also said KDFC apparently carries no other program material, and quoted a Musicast promotion piece as saying, in explanation of its policy of broadcasting, that the theory is to "get set-users instead of advertisers to pay for programs."

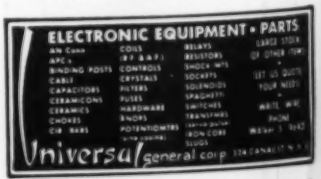
The Musicast promotional literature continued, according to FCC:

Why does the station bother with announcements or commercials at all? The main purpose is to keep out "free riders." If there were no vocal interruptions to the flow of music, a restaurant or other commercial user could tune in with a regular FM set and redistribute the music without paying for it. The whole scheme [of eliminating vocal interruptions from subscribers' service] is based on the illusion that the customer is personally providing background entertainment rather than a radio station or wired music dispenser.

The WACE-FM contract, FCC said, is with Air-Muse Inc., holder of a franchise from Functional Music. It was entered into on July 20, 1950, and provides for Air-Muse to pay WACE-FM $4 a month per subscriber, according to FCC.

John B. Sullivan

REP. JOHN B. SULLIVAN (D-Mo.), 53, died Jan. 29 at the Bethesda (Md.) Naval Hospital from a cerebral hemorrhage. He was a member of the House Interstate & Foreign Commerce Committee, and a member of the 77th and 79th Congresses.



CHATTING together at the recent premiere of the program, *Live Like a Millionaire*, are Russell Neff (l), vice president of Knox Reeves Advertising Inc., and John Masterson, of Masterson, Reddy & Nelson, producer of the new CBS-TV series. The program is sponsored by General Mills Inc.

TVA OFFER

Made by L. A. Stations

NEW compromise proposals on wages and rehearsal scales were offered Television Authority by four Los Angeles television stations negotiating with the union for a basic contract for local TV performers, at a meeting last Tuesday [BROADCASTING • TELECASTING, Jan. 29]. TVA has referred proposals to its local wages and working conditions committee and to the West Coast division of its national board, with decision to be announced at the next TVA-station meeting tomorrow (Tuesday).

Stations meeting with the union are KNBH, KTSL, KECA-TV, KLAC-TV. The union met separately with KTLA last week, following that station's withdrawal from the former five-station committee. No results were available.

Latest station proposals marked a compromise with the union on dropping of its former plan calling for payment to performers according to dramatic and non-dramatic program categories and setting up payment scales according to different time segments, regardless of show category. Stations also offered to raise rehearsal fees from $2 to $3 an hour, after two hours. TVA is asking $4 rehearsal fee an hour after the first hour.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

RESEARCH MEET

Audience Committee Hopeful

COMMITTEE on audience research techniques, meeting Thursday in New York, made "excellent progress," Kenneth H. Baker, chairman, said that evening, adding hopes that the committee will conclude the final draft of its report at its next meeting on Feb. 15.

Committee, organized last summer by Stanley Breyer, commercial manager, KJBS San Francisco, to dispell confusion over difference in ratings given stations in that area by Pulse and Hooper services, subsequently expanded the scope of its activities to embrace all audience research. Group plans to submit its proposals for test studies to Broadcast Audience Measurement Inc. (successor to BMB), for possible action.

Thursday's meeting was attended by Dr. Baker, NAB director of research; C. E. Hooper, C. E. Hooper Inc.; Sydney Roslow, Pulse; T. R. Shearer, A. C. Nielsen Co. Absent were Matthew Chappell, Hofstra College; A. Wells Wilbor, General Mills; H. D. Krueger, WTAG Worcester.

Telestatus

(Continued from page 68)

a firm grip in the runner-up spots, according to National Nielsen-Ratings for Top Television Programs during the two weeks ending Dec. 9. Milton Berle's *Texaco Star Theatre* held tenaciously on first place in the full report which follows:

HOMES REACHED IN TOTAL U. S.

Rank	Program	Homes (000)
1	Texaco Star Theatre	5,983
2	Comedy Hour	57.2
3	Philco TV Playhouse	4,291
4	Fireside Theatre	4,011
5	Colgate Comedy Hour	3,923
6	Show of Shows (Snowdrop)	3,651
7	Arthur Godfrey (Liggett & Myers)	3,434
8	Show of Shows (Crosley)	3,396
9	Howdy Doody (Wander)	3,394
10	Pabst Blue Ribbon Bouts	3,352

% OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes (%)
1	Texaco Star Theatre	61.2
2	Comedy Hour	57.2
3	Fireside Theatre	55.7
4	Philco TV Playhouse	46.8
5	Show of Shows (Partic.)	42.0
6	Colgate Comedy Hour	41.7
7	Show of Shows (Snowdrop)	40.3
8	Lone Ranger (General Mills)	38.6
9	Aldrich Family	38.2
10	Armstrong Theatre	38.1

(Copyright 1951 by A. C. Nielsen Co.)

* * *

Local Shows Top L. A. Ratings

TELE-QUE television rating report released by Coffin, Cooper & Clay Inc., for the week of Jan. 2-8 in Los Angeles, listed 19 of the 20 highest-rated shows as being produced locally. Survey further showed that 11 of the 20 were local live shows or films produced for TV. Ratings are based on diaries of 843 televiewers in Los Angeles and Orange Counties.

film report

EMERSON FILMS Corp., Hollywood, has sold series of 26 16mm featurettes to ABC-TV for placement on KECA-TV Los Angeles and KGO-TV San Francisco. Series is entitled *Famous Men* and is built around the lives of outstanding men and women. Films were produced with help of leading authors, biographers and historians. Hollywood screen actors and actresses are featured in the series, twenty of the featurettes having been completed.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, is filming 65 additional five-minute animated *Crusade Rabbitt* TV films for release through NBC-TV under continued sponsorship, boosting total programs to nearly 200. . . . **TELEVISION ARTS PRODUCTIONS**, Berkley, Calif., is doing animations for *Crusade Rabbitt* series, and plans to move operations to Hollywood in early February, according to **J. T. Ward**, president.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, Calif., is offering hour programs made up of three-minute musical telescriptions to Veterans Hospitals and service posts. After initial tryouts in Los Angeles area, films will be routed throughout nation with plans for top Hollywood entertainer to act as emcee on final films in the tour.

* * *

BING CROSBY ENTERPRISES Inc., Hollywood, has sold 52 half-hour films to ABC-TV for showing as *Royal Playhouse* on KECA-TV Hollywood and KGO-TV San Francisco. Originally released as *Fireside Theatre*, 37 of the films have been completed; 15 are still in production.

* * *

TELEPIX Corp., Hollywood, will open new office in Cleveland sometime in February for sales and distribution of its TV film commercials in five mid-western states—Ohio, Indiana, Illinois, Wisconsin and Missouri. **Bob Allison** will head office. TV film commercials for **Bowie Pie Co.**, Los Angeles; **Regal Amber Brewing Co.**, San Francisco; and **House of Nine**, Los Angeles dress shop, recently have been completed.

* * *

ATLAS FILM Corp., Oak Park, Ill., has elected **Norman C. Lindquist** vice president. He joined firm last year as director of television and, in his new post, will continue to work with advertising agencies in creating film commercials.

ATTENTION SMALL BUDGET TV ADVERTISERS!

1 MINUTE SPOTS With Audio From $150

20 SECOND SPOTS With Audio From $80

8 SECOND SPOTS From $25

SLIDES $5.00

OPENING and CLOSING HEADERS

Filmack Offers You America's Lowest Cost
Made to Order
TV FILM COMMERCIALS

Here's how FILMACK serves you faster!
Our large staff and extensive facilities are geared to do fine quality work at top speed.

Here's how FILMACK saves you money!
We do all of our own typesetting, artwork, photography, special effects, voice recording, music and laboratory work.
Through 32 years of specialized low cost movie-making we've learned to deliver high quality inexpensively and to pass the savings on to you.

Let us quote on your job today!
One minute TV commercial with audio as low as $150.00.

Send us your script or idea

FILMACK
1331 S. Wabash Ave. • Chicago
Telephone HA 7-3395

March of Dimes

(Continued from page 22)

mick involving listeners' driver's license numbers.

WPTR Albany peppered listeners with spot announcements, arranged interviews and had its second annual all-night drive from 8 p.m. Jan. 27 through the early hours of Jan. 28.

Gayle Grubb, general manager of KGO San Francisco, served as chairman of a special radio-TV committee which represented every AM, FM and TV station in Northern California.

KRON-TV Show Nets $12,000

KRON-TV San Francisco reportedly raised more than $12,000 from more than 3,500 persons through a 7½-hour telecast.

WFIL-TV Philadelphia earned more than $30,000 for campaign coffers at a television auction of donated merchandise.

WKDN Camden devoted an entire broadcasting day to the drive. All commercial announcements were omitted.

WBUX Doylestown, Pa., devoted more than 15 hours of weekly broadcast time to the cause.

WLIB New York ran a $25,000 drive in conjunction with the campaign and Gothamites opened their hearts—and their purses.

WRUN Utica-Rome, N. Y., conducted a 13-hour fund-raising marathon. More than $1,400 resulted.

KFH-AM-FM Wichita used a new mobile transmitter unit with marked success.

WCOP-AM-FM Boston drew on the services of at least 30 top radio executives and personalities in the Hub area in its fund drive.

WLAW Lawrence, Mass., conducted a 15-minute sidewalk interview every afternoon during the campaign.

WACE Chicopee, Mass., boosted the drive during its afternoon disc jockey show.

WMMW Meriden, Conn., put on live shows and held sidewalk interviews as part of its effort.

WAAM (TV) Baltimore opened wide its doors to 12 polio sufferers who appeared on the *Johns Hopkins Science Review* and also held special programs.

WERE-AM-FM Cleveland got listeners to pledge nearly $7,000 early in the campaign at a special show.

WBBM Chicago devoted musical and dramatic shows toward raising contributions.

KGGF Coffeyville, Kans., put on a special show featuring Coffeyville Junior College talent.

WCCO Minneapolis-St. Paul reported that 40 Minnesota radio stations were conducting a state-wide contest to raise funds. Results were expected to run into a six-figured sum.

16 Hour Show Put on by KCNA

W H A S - A M - T V Louisville reached in its bag of tricks and came up with special shows and contests.

WXGI Richmond sent two of its disc jockeys to lend a helping hand in the Virginia Capital's "March of Dimes Show."

KCNA Tucson, with a goal of $1,600, put on a 16-hour broadcast stint from a leading Tucson department store's window.

WLDY Ladysmith, Wis., during its annual auction on behalf of the campaign, netted $1,500.

WOL-AM-FM Washington, D. C., taped an interview with an iron lung patient as one of its many drive activities.

WTWN St. Johnsbury, Vt., through its second annual "jamboree," was able to raise around $400.

KIDO Boise, Ida., added a dramatic touch to its drive by interviewing a patient in an iron lung.

KLZ Denver gave a studio tea party to which the public was invited to swell campaign contributions.

WBUD Trenton, N. J., turned over a full broadcast day to March of Dimes workers who sold WBUD's radio time at only a "Dime a Line." All money raised went to the drive.

KMPC Los Angeles during musical programs played requests of those persons who sent contributions. One man for $10 bought 30 seconds of silence.

KNED McAlester, Okla., netted $300 for the drive through an all-afternoon studio party.

WIBW Topeka, Kans., co-sponsored a "Dimes Square" contribution booth from which it reminded passersby of the campaign and conducted interviews.

WEBC Duluth, Minn., carried interviews with leading polio doctors and local drive directors in an effort to swell funds contributions.

WAYB Waynesboro, Va., and WIDE Biddeford, Me., joined hands in a vacation contest to raise funds. Contest entries had to be accompanied by a contribution. All monies went to the campaign. The Waynesboro inhabitants will provide the vacation trip for two persons from Maine. Old Orchard Beach, Me., will entertain two Virginians. Participants were asked to write in 25 words or fewer, "I contribute to the March of Dimes because. . . ."

KTUL Tulsa smiled its blessings on Pat Breene, disc jockey, who reportedly works against polio all year. During the campaign, listeners gave what they could to have requests played.

WAAM (TV) Baltimore telecast directly from Children's Hospital in the Maryland city as part of its observance of the campaign.

WINR's Gimmick Raises $3,000

WINR Binghamton, N. Y., is proud of the way its gimmick for the campaign has gone over. A lawyer gave $10 to hear a city judge sing over the radio; factory workers took up collections to have their bosses warble, etc. At last report, pledges topped $3,000.

WHEN (TV) and WAGE Syracuse conducted a three-hour simulcast, *Tune Auction*, which netted the local campaign $10,068.

KOTV (TV) Tulsa on Jan. 27 programed a seven-hour "telethon" during which more than 200 entertainers, civic leaders and personalities from six radio stations, night clubs, newspapers and KOTV pooled talents to raise $8,000.

WTAG-AM-FM Worcester conducted a listener contest for donations with the winner getting an expense-paid air trip to Canada's Alpine Inn, near Montreal.

WBIG Greensboro, N. C., held a "Man or Woman of the Year" contest with votes a dime each, and turned over $3,100 to the drive.

WTTG (TV) Washington pushed a specific promotion to get funds enough to buy an iron lung, among its other campaign activities.

WRC Washington selected an iron lung patient to be orchid lady of the week and a tape recording of the presentation was made for airing the following day.

WMAL-TV Washington interviewed the National Polio Poster Boy and other dignitaries as part of its promotion for the fund drive.

AT DEBUT for Mrs. Baird's Bread as sponsor of *Strange Adventure* on WBAP-TV Fort Worth for 52 weeks are (l to r) Lou Purnell, advertising manager, Mrs. Baird's; Vernon Baird, of the bakery firm; Phil McHugh, radio-television director of Tracy-Locke Inc., Dallas, agency, and Jack Holmes, WBAP regional sales manager. A store display of the bread was used as a commercial. Other commercials include a billboard used as announcer background, and a live kitchen setup. Series is programmed at 4 p.m. Sunday.

'IKE' REPORTS
Radio-TV Carry Speech

GEN. DWIGHT D. EISENHOWER'S "report to the nation" broadcast was carried by the radio networks last Friday 10:45-11 p.m. It also was telecast direct from the Pentagon.

Washington's radio-press corps was allowed to cover the general's Thursday, 10:30 a.m., informal address to Congress in the Coolidge Auditorium in the Library of Congress. Newsreel cameramen were allowed to cover the talk. Film taken that morning, for either newsreel or telecast, was to be held until last Saturday morning.

Arrangements, made by top Congressional and White House officials, prohibited recording of the Thursday Eisenhower speech. Originally this ruling created a stir among network representatives in the capital, but the matter was dropped after further consultations, it was learned [BROADCASTING • TELECASTING, Jan. 29].

Helpful techniques and ideas for TV programs

This new book shows you how to use movies most effectively

MOVIES FOR TV

by J. H. Battison

A COMPLETE, HOW-TO-DO-IT GUIDE TO THE PRODUCTION AND TRANSMISSION OF MOVIES ON TELEVISION.

This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

SEE IT ON APPROVAL

The Macmillan Co., 60 5th Ave., New York 11

Please send me a copy of Movies for TV. I will either remit the full price of $4.25 or return the book in 10 days.

Signed .....

Address .....

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

FAITHFUL SERVANTS of AM Broadcasting

BY FAITHFULLY SERVING the important requirements of AM broadcasting, RCA tubes have won an unqualified reputation for engineering excellence, dependability, and true operating economy.

In the future, as in the past, AM broadcasters can look to RCA for the finest in power tubes. RCA consistently follows a program of developing new AM tube types and of improving earlier AM types. *For example:*

RCA 892-R—The forerunner of a group of RCA-designed air-cooled power amplifier tubes that simplified transmitter construction and introduced new operating and maintenance economies. Today, hundreds of these tubes are demonstrating their long life and dependability in the nation's leading 5- and 50-kw AM transmitters.

RCA 833-A—Originally designed by RCA engineers, this power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads. These features have contributed to more dependable operation, longer service life, and greater operating economy.

RCA 5671—A recent addition to the RCA line, this power triode with its *thoriated-tungsten filament draws 60 per cent less filament power* than the previous pure-tungsten-filament type . . . making possible a saving of $1200 or more a year in filament power in standard 50-kw AM transmitters. *Performance-proved* in the field.

✓ **A REMINDER**—RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.

RCA LABORATORIES
PRINCETON, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES — HARRISON, N. J.

PROMOTE AM

Rochester Council Formed

SIX AM STATIONS in Rochester, N. Y., have joined forces under the banner of the Radio Broadcast Management Council of Rochester for the "complete promotion and interest of the AM radio industry."

Mr. Knabb

Jack Knabb, president, Jack Knabb Advertising Co., was appointed public relations counsel.

The newly formed organization will critically analyze programs, sales methods, yardsticks, statistical material, service and advertising methods in other arenas and work out working formulas for the member-stations.

Two main objectives will be to increase the listening audience through improved programming and to convince advertisers that radio is still the best buy.

ACCORDING to a recent survey made by William A. Coleman, chairman of the radio-TV division for Fordham U., New York, more than 70% of the June 1950 graduating class associated with school station WFUV (FM) have entered the professional field of radio and television.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

National Nielsen Ratings* Top Radio Programs

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA WEEK DEC. 10-16, 1950

EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes (%)
1	1	Lux Radio Theatre (CBS)	21.7
2	2	Jack Benny (CBS)	20.6
3	4	Charlie McCarthy (CBS)	18.4
4	7	Amos 'n' Andy (CBS)	17.7
5	6	My Friend Irma (CBS)	17.1
6	17	Mystery Theater (CBS)	15.9
7	3	Walter Winchell (ABC)	15.4
8	5	Godfrey's Talent Scouts (CBS)	15.3
9	9	Red Skelton (CBS)	15.1
10	13	Mr. Chameleon (CBS)	14.5

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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FREEDOM OF RELIGION

Heffron Sees Threat in FCC Action

THE PENDING initial decision of an FCC examiner questioning the constitutionality of church-owned stations would affect "religious *programs* on commercial stations as adversely as it affects religious *stations*."

This view is expressed in a warning article by Edward J. Heffron, director of community relations for Johnson & Johnson, New Brunswick, in the Feb. 3 issue of *America* magazine. Mr. Heffron is a former executive assistant to the president of NAB, in charge of public relations, and subsequently was identified with the National Council of Catholic Men and the National Conference of Christians and Jews, before assuming his present position.

Mr. Heffron urged prompt action to upset the "church-state separation" conclusions in the initial decision, issued Dec. 29, in which Hearing Examiner J. D. Bond anticipated denial of a Kansas City AM application of the Reorganized Church of Jesus Christ of Latter Day Saints.

Cites Constitution

Examiner Bond held that, under the First Amendment of the Constitution, established church bodies may not be licensed to operate broadcast stations if their radio purpose includes the furthering of their religious interests [BROADCASTING • TELECASTING, Jan. 1].

Examiner Bond's arguments, Mr. Heffron wrote, "bear with equal force against *all* stations operated by religious groups," since "a religious group wouldn't have a radio station if it didn't intend to use it, in some slight measure at least, for religious broadcasting." He estimated there are some 33 such AM and FM stations.

Mr. Heffron thought "the mischief of this initial decision goes even deeper"—to the point where all religious programs would be outlawed.

If granting a radio license to the Reorganized Church would be unlawful "assistance," he reasoned, then FCC is similarly "assisting" the National Council of Catholic Men "by granting the NBC its several licenses and permitting NBC to give radio time to NCCM for the *Catholic Hour*."

Mr. Heffron said he was "not so sure" that it is "unthinkable" that the decision will be allowed to become final. The Reorganized Church, he said, "should not be left to carry the ball alone."

Under FCC procedure, an initial decision becomes final after 40 days unless FCC is asked to reverse or modify it. In the Reorganized Church case, the Commission has granted a request that the time for filing exceptions be extended from Feb. 6 to Feb. 19. As yet none has been filed, though the FCC general counsel's office has asked permission to take part in oral argument if one is held.

ABC's *America's Town Meeting of the Air* (Tues., 9-9:45 p.m.) was named the top public service program in the country by the Wisconsin State Journal Poll conducted last month among its readers. Another ABC program feature, *The Metropolitan Opera* (Sats., 2:00-5:00 p.m.) placed first in the "concert and opera" category; while *No School Today* (Sat. 9-11 a.m.) led all other programs in the children's program field.

EXCLUDES FCC

Not in 'Dispersal' Plans

FCC is not included in the government's current plans to "disperse" as many as 11 civilian and 37 military agencies in Washington, as revealed before the Senate Public Works Committee last week by Budget Director Frederick J. Lawton.

By "dispersal," the government means the relocation of agencies and personnel within the general limits of the District of Columbia and environs, with few changes covering more than 15-20 miles. Another long-range and comprehensive plan envisions "decentralization" of agencies—that is, locating offices and personnel outside of the general Washington area. No details have been released on this program, with final word expected from the White House.

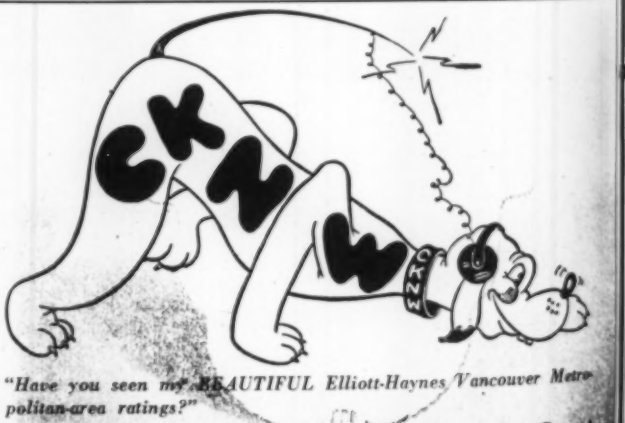
In the non-dispersal category, in which the FCC apparently has been placed, are the Federal Trade Commission and the Commerce Dept.'s Census Bureau and National Bureau of Standards.

Tagged for dispersal, in addition to essential defense agencies such as the Atomic Energy Commission, are Defense Production Administration, National Production Authority, Federal Civil Defense Administration and about 50% of the authorized positions of the State Dept. in Washington.

Object of both dispersal and decentralization, which the government is asking Congress to approve, is to lessen the nation's capital as the primary target in atomic warfare and to reduce overcrowding.

Name WLAW's Sullivan

FRED A. SULLIVAN, WLAW Lawrence, Mass., has been appointed chairman of the publicity committee for the New England Major Markets Group, it was announced last week by Walter B. Haase, WDRC Hartford, group chairman. The NEMMG also includes WTAG Worcester, WPRO Providence, WGAN Portland, Me. and WGUY Bangor, Me.



"Have you seen my BEAUTIFUL Elliott-Haynes Vancouver Metropolitan-area ratings?"

50% ahead of any other!—*TOP DOG* on the Coast!

programs promotion premiums

DRAFT DISCUSSION ● ● ●

WBNS Columbus, *Draft Data*, Jan. 30, presented round-table discussion dealing with selective service. Army, Navy, Air Force and Selective Service officials took part in forum. Chet Long, station newscaster, acted as moderator. According to Geer Parkinson, program director, this was first program on subject of draft presented by Columbus station during present crisis.

CRIME PROCEEDINGS ● ●

WDSU-TV and WNOE New Orleans cancelled much of their commercial schedules to air proceedings of Senate Crime Investigating Committee held in New Orleans a fortnight ago. Broadcasts and telecasts of local political, business and gambling figures were made directly from courtroom.

CARD PROMOTION ● ● ●

WIBX Utica sending promotion cards to advertisers and trade promoting "Mohawk Valley Boy," local entertainment group appearing on station. Card has picture of group and also announcement that group is available for playing at meetings, fairs, dances, etc. Group, when playing at such affairs, also gives plug for their sponsors on station, thus giving extra promotion. Group is headed by Ed Slusarczyk, station farm director.

A MUST MESSAGE ● ● ●

WOW Omaha placing cards on streetcars and buses stating: "You must listen to WOW news." Station's promotion manager explains: "We figure the man on the street would ask himself 'Why must I listen to WOW news?' and then answers his own question with something like, 'If I don't, I'll miss something important'. We checked a few typical folks. . . ." Cards are placed on sides of vehicles.

DIET SHOW ● ● ●

WSB-TV Atlanta, *Come Into the Kitchen*, Mon.-Fri., 11-11:30 a.m., featuring Martha Lanning. Past week of show was devoted entirely to preparation of meals for people hoping to lose weight and for persons hoping to gain. Each day featured different diets.

SHARP PROMOTION ● ● ●

WWL New Orleans placed modernistic easel display in lobby of world-famous International Trade Mart Bldg. Easel, stressing slogan Wonderful Wonderful Listening, is done in red and cadmium yellow on green background.

★ ★ ★ ★ ★ ★ ★ ★

HAPPY as can be, sitting on top of a million Christmas cards, is Ralph Story, star of the *Ralph Story Show* on KNX Hollywood. Over 1,200,000 cards were sent in at the request of Mr. Story during a two-week period. He collected the cards for therapeutic use in vetreans' hospitals, TB sanatoriums and mental hospitals.

★ ★ ★ ★ ★ ★ ★ ★

BROCHURE OF FACTS ● ●

WNAX Yankton, S. D., distributing through Katz Agency "Fact File" brochure containing compilation of station's resources and history, including market, coverage, audience, 1950 listener diary summary, talent and programs, sales services, merchandising and promotion activities, sales staff, policy and rate card. Material sets forth pertinent facts, photographs and maps, outlining in detail full effect of station.

HELPS F.B.I. ● ● ●

WFIL-TV Philadelphia, *Wanted Persons*, 12:45 a.m. Mon. and 12:15 p.m. Wed., in cooperation with Federal Bureau of Investigation. Program designed to enlist public support in apprehending criminals. Each show will give facts on two criminals wanted by F.B.I., along with photographs and slides showing their backgrounds and history in crime. Telecasts expected to help agents locate criminals who choose city as base of operations. Station will report from time-to-time on persons captured as result of program.

GODFREY SPEAKS ● ● ●

WBRD Ft. Lauderdale, Fla., taped and re-played as public service broadcast of Comdr. Arthur Godfrey in jet plane above airport, speaking to spectators via short wave radio and public address system. Comdr. Godfrey's broadcast was made in cooperation with Ft. Lauderdale Chamber of Commerce.

MUSIC LESSONS ● ● ●

WKY-TV Oklahoma City, Sat., 4:30-5 p.m., started Jan. 27 presenting series of rehearsals for Oklahoma Interscholastic Music Contest. Program to run three weeks and James Neilson, professor of public school music at Oklahoma City U., will direct choral groups. Rearview projector will be used to flash music on screen any time Mr. Neilson wants to call attention to phrase or note. Letters have been sent to high school music teachers suggesting that they have their groups gathered around television sets at time of shows.

CITY HILLBILLY ● ● ●

WOL Washington, *District Matinee*, 2:30-3:30 p.m., started Jan. 29, Electrical Center, Agency: Art Ads. Show is heard directly from window of sponsor, featuring "Dusty, the Connecticut Avenue Hillbilly." He spins records, reads commercials and chats with people watching from street.

COOPERATIVE PROMOTION ●

WSRS Cleveland urging sponsors to promote programs they sponsor. Local auto dealer has decorated window featuring its sponsored show, giving time and station's call letters.

LETTERS FOR PEACE ● ●

KLAC-TV Hollywood, *Breakfast Frolics*, Mon.-Fri., 9-10 a.m., starring Johnny Bradford and Ronnie Kemper. Program conducting vigorous campaign to get mothers and housewives to send in original and constructive ideas and suggestions on how to secure world peace. Letters received will be sent to President Truman.

OLD SHOWS ● ● ●

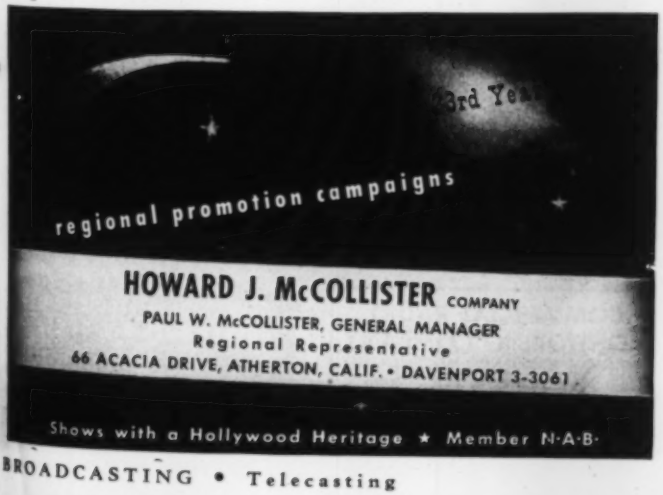
WTOP-TV Washington, *Movie Museum*, Sun. 2:30-3 p.m., started Jan. 28, featuring Gene Klavan who acts as narrator. Program will show old silent comedies, captions and all, along with music of Johnny Salb, staff organist. Mr. Klavan, WTOP disc jockey, is known for his humor on his late night show.

TEARS OVER POWER ● ●

KATL Houston, sending present and prospective advertisers letter with plastic tear attached and telling of station's power increase. Letter headed "There are no onions up my sleeve," explains "This is our first since beginning operation in 1947 . . . and there will be NO increase in our Class A nighttime rates." Letter urges new advertisers to buy time on station.

HOUSEWIFE SHOW ● ● ●

KTTV Hollywood, *Occupation: Housewife*, Mon.-Wed.-Fri., 1-1:10 p.m. (PST), started Jan. 24, sponsored by Waring Products Corp. (Waring Blendor). Agency: Mays & Co., L. A. Program designed to show housewife how to make homemaking more practical and pleasant. Format has Lenore Kingston as typical housewife who, in course of daily tasks, makes number of practical suggestions to 11-year-old youngster next door who typifies all little girls wanting to know how to run their homes when grown up. Household hints are fitted to reflect wartime economy.


regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member N·A·B·

January 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Request for modification of CP for extension of completion date: WPRC Lincoln, Ill.; WPMP Pascagoula, Miss.; KTBB Tyler, Tex.; WXRT (FM) Chicago; WCUM-FM Cumberland, Md.; KUOM-FM Minneapolis.

License Renewal

Request for license renewal station: WOAY-FM Oak Hill, W. Va.

APPLICATIONS RETURNED

WDMG Douglas, Ga.—RETURNED Jan. 17 application for transfer of control licensee from Downing Musgrove and Alice Musgrove to B. F. J. Timm through sale of 4 sh.

January 26 Decisions . . .

ACTION ON MOTIONS

By Examiner Leo Resnick

Carl H. Meyer, Ottawa, Ill.—Granted leave to amend application by reducing height of ant.

By Examiner J. D. Bond

WINR Binghamton, N. Y.—Granted continuance of hearing from Jan. 25 to further order.

By Examiner J. D. Cunningham

WCPM Middlesboro, Ky.—Granted continuance of hearing from Jan. 23 to Mar. 26.

January 29 Decisions . . .

BY THE COMMISSION EN BANC

License Renewals

The following AM stations were granted renewal of licenses: WNBZ Saranac Lake, N. Y.; WLEC Sandusky, Ohio; WKAL Rome, N. Y.; WILK Wilkes-Barre, Pa.; WIBM Jackson, Mich.; WHSC Hartsville, S. C.; WHDL Olean, N. Y.; WGPC Albany, Ga.; WGNC Gastonia, N. C.; WGET Gettysburg, Pa.; WENE Endicott, N. Y.; WDAD Indiana, Pa.; WCTC New Brunswick, N. J.; WHFC Cicero, Ill.; KENM Portales, N. M.; KWBW Hutchinson, Kans.; WCRK Morristown, Tenn.; WFTR Front Royal, Va.; WPAD Paducah, Ky.; KATE Albert Lea, Minn.; KONP Port Angeles, Wash; WREL Lexington, Va.; KIRX Kirkville, Mo.; KLMX Clayton, N. M.; KOAT Albuquerque, N. M.; KORE Eugene, Ore.; WWSC Glens Falls, N. Y.; KAWT Douglas, Ariz.; KBPS Portland, Ore.; KNET Palestine, Texas; KOBE Las Cruces, N. M.; KWCR Cedar Rapids, Iowa; WFPG Atlantic City, N. J.; WHAW Weston, W. Va.; WHIT New Berne, N. C. WKLA Ludington, Mich.; WMFJ Daytona Beach, Fla.; WROX Clarksdale, Miss.; WJXN Jackson, Miss.; KFAM, St. Cloud, Minn.; KVOU Uvalde, Texas; KLBM LaGrande, Ore.; WBCO Bessemer, Ala.; WATZ Alpena, Mich.; KBRL McCook, Neb.

The following AM stations were granted temporary extensions of licenses to June 1, 1951: KYOU Greeley, Col.; KDSJ Deadwood, S. D.; KWPM West Plains, Mo.; WBHF Cartersville, Ga.; WNAT Natchez, Miss.; WSPB Sarasota, Fla.; WTSA Brattleboro, Vt.; KBMW Breckenridge, Minn.; KHIT Lampasas, Texas; KNEU Provo, Utah; KROG Sonora, Calif.; KTIP Portersville, Calif.; KVEN Ventura, Calif.; KVMV Twin Falls, Idaho; KYOR Riverside, Calif.; WAGM Presque Isle, Me.; WCJU Columbus, Miss.; WDIG Dothan, Ala.; WDSG Dyersburg, Tenn; WGNS Murfreesboro, Tenn.; WHKP Hendersonville, N. C.; WPLH Huntington, W. Va.; WTOK Meridian, Miss.; WVOP Vidalia, Ga.; KXLQ Bozeman, Mont.; WNER Live Oak, Fla.; WANE Ft. Wayne; WBSR Pensacola; WRIA Caquez, P. R.; KXLL Missoula, Mont.; KWBM Williston, N. D.; WLET Toccoa, Ga.; KSAN San Francisco; WRNO Orangeburg, S. C.; KSIW Woodward, Okla.; WMAJ State College, Pa.; WNVA Norton, Va.; WMVA Martinsville, Va.; WUSN Charleston, S. C.

The following TV licenses expiring Feb. 1 were renewed. WSPD-TV Toledo, Ohio; WNBF-TV Binghamton, N. Y.; WTCN-TV Minneapolis, Minn.; WSB-TV Atlanta, Ga.; WAAM Baltimore, Md.; WICU Erie, Pa.; WHIO-TV Dayton, Ohio; KPRC-TV Houston, Tex.; KOTV Tulsa, Okla.; WJAC-TV Johnstown, Pa.; KSD-TV St. Louis, Mo.; WTMJ-TV Milwaukee, Wis.; WPTZ Philadelphia, Pa.; WOW-TV Omaha, Nebr.; WJBK-TV Detroit, Mich.; WJAR-TV Providence, R. I.; WTVR Richmond, Va.; WDAF-TV Kansas City, Mo.; WBAL-TV Baltimore, Md.; WGAL-TV Lancaster, Pa.; WFIL-TV Philadelphia, Pa.; KING-TV Seattle, Wash.; WTOP-TV Washington, D. C.; WTVN Columbus, Ohio; WAFM-TV Birmingham, Ala.; WCAU-TV Philadelphia, Pa.; WMAR-TV Baltimore, Md.; WMCT Memphis, Tenn.; WKRC-TV Cincinnati, Ohio; WMAL-TV Washington, D. C.; WBEN-TV Buffalo, N. Y.; WDSU-TV New Orleans, La.; WNHC-TV New Haven, Conn.; WOAI-TV San Antonio, Tex.; WSAZ-TV Huntington, W. Va.; KEYL San Antino, Tex.; WEWS Cleveland, Ohio; WDEL-TV Wilmington, Del.; WCPO-TV Cincinnati, Ohio; WBAP-TV Fort Worth, Tex.; WFAA-TV Dallas, Tex.; WKTV Utica, N. Y.; WKY-TV Oklahoma City, Okla.; and WCBS-TV New York.

FCC actions

JANUARY 25 TO FEBRUARY 1

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 29 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

KIWW San Antonio, Tex.—CP to change from 1540 kc 250 w D to 1240 kc 250 w unl. AMENDED to change from 1240 kc to 1400 kc.

Modification of CP

KPOR Riverside, Cal.—Mod. of CP new FM station to change ERP from 20 kw to 12 kw and ant. from 5280 ft. to 1600 ft.

CP to Replace CP

WBIB New Haven, Conn.—CP to replace expired CP new FM station.

AM—970 kc

KGLN Glenwood Springs, Col.—CP to change from 1340 kc 250 w unl. to 970 kc 1 kw-D 500 w-N.

License for CP

KAGH Crossett, Ark.—License for CP new AM station.

AM—1240 kc

KVAL Brownsville, Tex.—CP to change from 1490 kc to 1240 kc. (Contingent on KGBS relinquishing 1240 kc.)

Modification of CP

Request for mod. CP for extension of completion date: WHMA-FM Anniston, Ala.; WJWL-FM Georgetown, Del.; WASH(FM) Washington, D. C.

APPLICATIONS RETURNED

KRAO Red Oak, Iowa—RETURNED application for mod. CP for extension of completion date.

WKYB Paducah, Ky. — RETURNED application for license for CP for change in frequency, hours operation etc.

KPDN Pampa, Tex. — RETURNED Jan. 24 application for transfer of license from C. H. Hoiles, Harry Hoiles and Jane Hoiles Hardie d/b as Radio Station KPDN to Freedom Newspapers Inc.

January 30 Decisions . . .

BY THE COMMISSION EN BANC

WJLN-FM Bessemer, Ala.—Granted waiver of rules, to Jan. 18, 1952, exempting WJLN-FM from program origination requirements.

NBC Inc., New York—Granted STA to Mar. 1 to operate nine NBC radio transmitters on 26.35 mc. within studios of WNBT(TV), New York; cond.

KG2XBI Lancaster, Pa.—Denied applications for extension of completion date and STA to conduct certain test operations.

KRKO Everett, Wash.—Granted mod. CP to change DA; cond.

KWBR Oakland, Calif. — Designated for hearing in Washington on March 16, re install. new trans. and change from 1 kw to 5 kw-D, 1 kw-N.

WWRL Woodside, N. Y.—Granted license to change from 250 w to 5 kw, install. new trans. and DA-D-N.

KULP El Campo, Texas — Denied waiver of hearing on CP to change from 500 w D to 500 w-LS, 100 w-N.

Booth Radio & Television Stations, Inc., Lansing Mich., and John C. Pomeroy, Pontiac, Mich., and Adelaide Lillian Carrell, Flint, Mich.—Designated for consolidated hearing at Washington Mar. 22, re applications new AM stations.

Hirsch Communication Engineering Corp., Sparta, Ill., and Hawthorn Bestg. Co., St. Louis, Mo.—Designated for consolidated hearing at Washington Mar. 23, re applications for 1230 kc.

Pratt Bcstg. Co., Pratt, Kan.—Granted mod. of issues in hearing on application for new AM station.

KLCN, Blytheville, Ark.—Denied reconsideration and grant without hearing of application to change from 910 kc 1 kw-D to 910 kc 1 kw-D 100 w-N. WCOC Meridian, Miss., named party to hearing to be held at Washington Mar. 29.

Following FM stations granted CP's as follows:

WWPF-FM Palatka, Fla.—To change ERP from 420 w to 975 w; and ant. from 230 ft. to 80 ft.; cond.

KSCJ-FM Sioux City, Iowa — To change ERP from 360 kw to 11.6 kw, ant. from 450 ft. to 175 ft.; cond.

WLAP - FM Lexington, Ky. — To change ERP from 2.95 kw to 3.5 kw.

WLOK-FM Lima, Ohio—To change ERP from 25 kw to 340 w; ant. from 435 ft. to 175 ft.; cond.

WBT-FM Charlotte, N. C.—To change ERP from 277 kw to 56 kw.

WISC-FM Madison, Wis.—To change ERP from 52 kw to 1 kw; ant. from 470 ft. to 105 ft.

BY THE SECRETARY

WSAJ Grove City, Pa.—Granted authority to remain silent Jan. 30.

WRAY Princeton, Ind.—Granted license new AM station 1250 kc 1 kw D and mod. license to change name to Princeton Bcstg. Co.

WGBB Freeport, N. Y.—Granted license install. new trans.

KBMX Coalinga, Calif.—Granted license new AM station 1470 kc 500 w D.

Rural Radio Network, DeRuyter, N. Y.—Granted CP and license new FM STL station, KEA-97 (STA).

Northern Bcstg. Corp., Laconia, N. H.—Granted CP and license new remote pickups, KA-8259, KA-8251.

KFEQ, Inc., St. Joseph, Mo.—Granted request to cancel CP and delete remote pickup, KA-7059.

Nacogdoches Bcstg. Co., Nacogdoches, Tex.—Granted CP new remote pickup, KA-8258.

Following granted mod. CP's for extension of completion date to dates shown:

WHAT-FM Philadelphia to 8-10-51; WABA Aguadilla, P. R. to 5-2-51 (cond.); WIVI, Christiansted, St. Croix, V. I., to 4-15-51 (cond.); WPRC Lincoln, Ill. to 4-24-51 (cond.); WPMP Pascagoula, Miss., to 7-25-51; KTBB Tyler, Tex., to 5-22-51 (cond.).

Armstrong County Bcstg. Corp., Kittanning, Pa.—Granted CP new remote pickup, KA-8252.

KPAT Pampa, Tex.—Granted mod. CP to change trans. etc.

KRMD-FM Shreveport, La.—Granted mod. CP for extension of completion date to 8-1-51; cond.

WWA-237 St. Croix Island, V. I. — Same to 4-15-51.

KFJM Grand Forks, N. D.—Granted CP install new trans.

WLOK-FM Lima, Ohio — Granted mod. CP for extension of completion date to 4-18-51.

WILK Wilkes-Barre, Pa. — Same to 4-1-51; cond.

KGBS Harlingen, Tex.—Granted authority to originate tape recordings of Charro Days Celebration in Brownsville, Tex. for delayed broadcast on KEO Matamoras, Mex.

Piedmont Service Corp., Alexander City, Ala.—Granted CP new remote pickup, KA-8237.

Chemical City Bcstg. Co., Area Charleston, W. Va.—Same, KA-8236.

Thomas J. Wallace, Area Tucson,

Advertisers frequently consider **shifts in media.** Your advertising in Printers' Ink strengthens your **"consumer franchise"** with the leading **buyers of advertising** and so keeps them sold on you.

SERVICE DIRECTORY

Custom-Built Equipment
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1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!
New Andrew Multi-V FM Antenna
Andrew CORPORATION 363 E. 75th St. CHICAGO 19 ILLINOIS

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*Member AFCCE**

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RADIO ENGINEERS
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—Established 1926—
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Laboratories Great Notch, N. J.

GEORGE C. DAVIS
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

WELDON & CARR
WASHINGTON, D. C.
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Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
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E. C. PAGE
CONSULTING RADIO ENGINEERS
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RADIO CONSULTANTS

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Ariz.—Same. KOB-723, KA-8235.

Marmat Radio Co., Bakersfield, Calif.—Same, KA-8248.

Commonwealth Bcstg. Corp., Area Danville, Ky.—Same. KA-8243.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. CP to change from a mobile to a base station, KA-5136.

Black Hills Bcstg. Co. of Rapid City, Rapid City, S. D.—Same, KAB-935.

WTVJ Miami, Fla.—Granted mod. CP for extension of completion date to 1-27-51.

WHLL Wheeling, W. Va.—Granted license for change in power etc., 1600 kc 5 kw D.

WSDC Marine City, Mich.—Granted license new AM station 1590 kc 1 kw D DA.

WGRY Gary, Ind.—Granted license new AM station 1370 kc 500 w D.

Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Granted CP new remote pickup, KA-8228.

WELP Easley, S. C.—Granted mod. CP to change trans.

KILA Hilo, Hawaii—Same.

WSVA-FM Harrisonburg, Va.—Granted mod. CP for extension of completion date to 7-29-51.

BY THE COMMISSION

KAST Astoria, Ore.—Granted extension of authority for three months from January 25 to operate with 1 kw D, 250 w N, employing non-directional operation pending restoration of licensed DA.

FCC Correction

In January 23 Decisions [BROADCASTING • TELECASTING, Jan. 29] item relating to WEIM is corrected to read:

WEIM Fitchburg, Mass.—Granted license to change frequency etc., cond. (1280 kc 1 kw DA-N unl.).

ACTION ON MOTIONS

By Comr. Paul A. Walker

FCC General Counsel—Granted extension to Feb. 12, to file Exceptions to the Initial Decision issued re applications of Lubbock County Bcstg. Co., Lubbock, Tex.

WCHS Charleston, W. Va.—Granted leave to intervene in applications of R. W. Towery, Iuka, Miss., and Pulaski Bcstg. Co. (WKSR), Pulaski, Tenn.

Williamsburg Radio Company, Inc., Williamsburg, Va.—Granted leave to amend application to specify 740 kc 500 w D. in lieu of 740 kc 1000 w D. Also granted indefinite continuance of hearing from Feb. 7.

WVOK Birmingham, Ala.—Granted dismissal without prejudice of application.

WTMA Charleston, S. C. — Granted leave to intervene in applications of Central Ohio Bcstg. Co., Galion, Ohio.

KICK Springfield, Mo. — Granted leave to amend application to provide current information.

WOW Omaha, Neb.—Granted indefinite continuance of hearing from Feb. 13 in proceeding upon its application.

G. A. Richards, transferor, and Harry J. Klingler, et al., transferees — Granted dismissal without prejudice of applications for consent to the transfer of control of KMPC Los Angeles; WJR Detroit, and WGAR Cleveland.

By Examiner H. B. Hutchison

KLMR Lamar, Col.—Granted request that Mr. Arthur C. Gordon be admitted specially *pro hac vice* to represent KLMR at deposition hearing on Feb. 6 in Lamar, Col. Granted leave to amend its application to show revision in estimated cost of construction and a revised plan of financing.

KGAR Garden City, Kan.—Granted request that Mr. Dale E. Corley be admitted specially *pro hac vice* to represent KGAR at a deposition hearing of the Southeast Colorado Bcstg. Com-

(Continued on page 88)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
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Help Wanted

Managerial

Midwest company operating network affiliated television and radio properties has opening for assistant general sales manager. Opportunity in local and national sales points to excellent future. State qualifications, background and earnings fully in first communication. Write Box 634H, BROADCASTING.

Commercial manager, who can and will sell also supervise sales for California medium market network affiliate. Attractive proposition to experienced producer whose record will stand investigation. Box 732H, BROADCASTING.

General manager wanted to replace present manager going back into the service. Wonderful opportunity for right man. Full qualifications first letter. Must be able to start March 1st. Write: Al Tedesco, General Manager, WKLK, Cloquet, Minnesota.

Salesman

Wanted experienced salesman. If you can produce, you can advance in our organization. Send full particulars together with photograph. D. H. Long, WABB, Mobile, Ala.

Announcers

Staff announcer, network affiliate. $50 week. Send detailed letter only. Box 561H, BROADCASTING.

Wanted. Combination announcer-engineers with a first class ticket. Starting pay $75 per week. 40-hour week. Answer immediately. Box 601H, BROADCASTING.

Group of small market stations in east anticipates several announcer vacancies soon due to draft. Full details first letter to Box 626H, BROADCASTING.

Minnesota station needs an experienced announcer with a first class ticket. Car necessary. Good salary for a good man. Send reply to Box 655H, BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and first phone. Permanent job, advancement, can earn talent for shows for Liberty Network. Excellent living and working conditions, can also sell parttime or work into programming if interested, but not necessary. Box 662H, BROADCASTING.

Wanted: Announcer-disc jockey for southern station, salary plus talent, available immediately, draft exempt. Box 679H, BROADCASTING.

Announcer-engineer, accent on announcing. Salary depending on ability. Southeastern network affiliate. Town of 15,000. Working conditions and living very good. Give experience and send photo. Box 697H, BROADCASTING.

Announcer-engineer, immediate opening, small market Illinois kilowatter. Excellent opportunity for advancement. Good voice, car. Guaranteed minimum $55.00 to start. Box 702H, BROADCASTING.

Announcer-engineer combination who would like to settle in small metropolitan city of 30,000. Moving soon to new location, good pay, ideal working conditions, best little city in southwest. Station been on air since 1928. Mutual affiliate. Housing conditions good. Drifters need not apply. Box 740H, BROADCASTING.

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Staff announcer, immediately. Better than average station. Excellent town. Music production important. Reply immediately to Manager, KAYL, Storm Lake, Iowa.

Announcer-engineer with emphasis on announcing, must be high type. Send disc and references immediately to Dave Button, KSVP, Artesia, N. M.

Announcer. Send disc, photo. Enclose return postage if wish disc returned. WAND, Canton, Ohio.

Experienced, draft exempt announcer-engineer wanted by regional AM and FM station. Good pay, real opportunity and ideal working conditions. WBBO, Forest City, N. C.

Morning man: Some staff experience necessary. Here is an opportunity for a young staff announcer to develop his own air personality. Contact Program Director, WCOJ, Coatesville, Pennsylvania.

Combination man, married, accent on announcing. $65.00 per week. WKAM, Warsaw, Indiana.

5000 watt ABC affiliate wants good, experienced announcer, strong on production and able to work well with good staff. Please furnish details of experience, audition disc and salary requirements to Mr. Bob Provence, Program Director, WKNA, Charleston, W. Va.

We are hunting for a "good morning" man. The right man can make money and he needn't be already established. If you can make the folks wake up, sit up and take notice and keep up a Hooper already established and have board experience, maybe you are the man. Send full particulars, disc or tape and enough material to convince us you've got it. State salary required. WORZ, NBC affiliate, Orlando, Florida.

Progressive fulltime independent wants announcer with first class license. Good pay, tops in working conditions. Send full particulars, photo and disc to Dean Finney, Manager, WTWN, St. Johnsbury, Vermont.

Wanted: Staff announcer, network affiliate, sober, reliable young man wanting an opportunity. Write Box 1792, Brownsville, Texas.

Technical

Wanted at once: Licensed operator. Would take combination man if good announcer. Opportunity to work into chief engineers job. Give complete information first letter. Write Raymond A. Plank, Radio Station WKLA, Post Office Box 323, Ludington, Michigan.

Wanted — Two combo engineer-announcers. Accent on announcing. Box 680H, BROADCASTING.

Experienced, licensed engineer-announcer for eastern New York station. Attractive salary, permanent position. Box 718H, BROADCASTING.

Transmitter man with some announcing ability. Give full details on education, experience, references. Box 741H, BROADCASTING.

Immediate opening transmitter engineer. No announcing. Start $1.00 hour. Can advance to chief in June if qualified. Box 745H, BROADCASTING.

Wanted, transmitter engineer with first class ticket, no announcing, 250 w Mutual station, a good permanent job. Wire or write KPDN, Pampa, Texas.

Combination men with first class tickets wanted by new station in growing midwest market. Emphasis on announcing. Send letter and audition disc to KWBB, P. O. Box 282, Wichita, Kansas.

Help Wanted (Cont'd)

Engineer with some announcing ability. Good starting salary. Prefer single man, with car. Immediate opening. WCPS, Tarboro, North Carolina.

First class phone transmitter operator, experience not necessary. Write WLEU, Erie, Pa.

Engineer-announcer needed at once. Call, wire or write Tom Hay, Manager, Radio Station WMOC, Covington, Georgia.

First phone operator wanted immediately. No experience necessary. Employment permanent. Reply immediately to Radio Station WNNC, Newton, N. C.

Immediate openings for two men, both combo engineer-announcers, one to be chief engineer. Permanent jobs paying $60.00 and $65.00 for 44 hour week. Send disc or tape and letter. WPCF, Panama City Florida.

Engineer-car and first phone necessary. Contact Q. Cumeralto, WRZE, York, Penna. Phone 6696.

Combination engineer-announcer with first class license. Good pay, good working conditions. Daytime station. Write, wire or call: 57 Arcade, Nashville, Tennessee.

Production-Programming, others

Copywriter with ideas. Some announcing. Send samples work. Box 543H, BROADCASTING.

Woman wanted to establish woman's program on network affiliate in Pennsylvania market of 100,000. Must be able to sell on the air and take active part in community affairs. This is a permanent position and only those desiring permanency need apply. Experience desirable but not necessary. Send full details first letter and if available, audition and picture. Box 719H, BROADCASTING.

New southern Pennsylvania station needs woman copywriter to complete staff. Box 730H, BROADCASTING.

Program director, versatile, experienced livewire who can develop programs, write copy, announce, supervise operations and sell. Must know show business and good radio. California network affiliate in medium size market. Box 731H, BROADCASTING.

Write with ideas, showmanship, imagination and solid sell for a midwest NBC regional. Even if you're in a smaller operation, here's a well paying opportunity in a 150 thousand market ready to increase. Send samples and details to Box 737H, BROADCASTING.

Leading metropolitan southern network station has immediate opening for sales promotion manager who can also do interpretive research. Permanent position. Good salary. Give full details, including draft status, first letter. Box 739H, BROADCASTING.

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications, photo and salary expected to Box 755H, BROADCASTING.

Wanted. Women's editor, to write and air home commentary and baby chatter shows, regional NBC station, medium-sized, midwest city. Capable to make personal appearances. Send platter, complete information and minimum salary required. Box 758H, BROADCASTING.

Television

Salesmen

Midwestern TV station wants thoroughly experienced, energetic TV time salesman, with drive and imagination. Unlimited opportunity. Photograph and detailed experience, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Twenty years of constructive radio background as commercial manager. With the very best of references as to ability and character. Seeks job as manager or commercial manager of substantial station. Married, 45 years of age. Will go anyplace. Box 670H, BROADCASTING.

Successful station manager, best of references, 10 years all phases of radio. Draft exempt. For full details write Box 693H, BROADCASTING.

Commercial manager-sports director. Desires position with day and night time station. Preferably a sports station. Experienced all-round announcer and commercial man. Good public relations man. References. Been in advertising several years. Knows sports. Now employed. Box 743H, BROADCASTING.

Manager or salesman. It does not matter which just so the connection is a worthwhile one. Over twenty years experience, have personally sold millions both local and national. Know most of the answers of sound operation in both station and commercial management. Anywhere. Interview can be arranged. Box 752H, BROADCASTING.

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober business administrator able to operate efficiently and profitably. Strong on sales, promotion and programming. Change necessary because of pending sale of present station. Young, married, reliable. Box 754H, BROADCASTING.

Experienced station manager available immediately. Background of 20 years includes local and regional successful management and network sales; know national agencies and advertisers intimately, salary important but secondary to job with progressive organization. Best industry references. Box 757H, BROADCASTING.

Can you top this? Took fourth station in 100,000 market within 18 months made it first in listenership, local and national sales. Increased gross seven times. Halved expenses. Young, aggressive, college graduate, veteran and draft exempt. Presently employed. Desire tough market with real opportunity. Box 760H, BROADCASTING.

Salesmen

Hard hitting salesman or commercial manager. Available two weeks notice. Go anywhere for right kind of proposition. Box 623H, BROADCASTING.

Announcers

Announcer-producer with national award winning show and stomach ulcer. Looking for progressive station where creative ability and desire for hard work are considered assets. Present salary $175 per week, however, ulcer unhappy with lethargic conditions. Wife also top radio personality. Can and have produced Mr. and Mrs. program, single DJ shows and other saleable ideas for radio and television. Friendliness, warmth and sincerity, all combined with dignity, form the keynotes for each program and idea. Ten years experience in radio and television showmanship and salesmanship for announcer; eight years in fashion, merchandising and advertising for wife. Box 753H, BROADCASTING.

Baseball man. Available now or spring. Experienced all sports-staff. Box 727H, BROADCASTING.

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Experienced sportscaster, former pro, wants sports job. Baseball tops. 1st class ticket. References. Box 560H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Announcer, draft exempt. Age 30, single. Thoroughly trained with console experience. Will travel. Disc on request. Excellent references. Box 622H, BROADCASTING.

West Coast? Experienced staff announcer, bass voice, versatile. First phone. Write Box 624H, BROADCASTING.

Baseball announcer, one of midwest's best. Experienced major league recreation, minor league time. Locate midwest or east. Box 651H, BROADCASTING.

Situations Wanted (Cont'd)

Competent announcer, immediately available. Seven years experience well operated stations. Draft exempt college graduate, age 32. Accent on music, news, commercials. Good voice, clean delivery. Emphasis on neat production and showmanship not dependent on tricks or gimmicks. A definite asset to a station which requires intelligence and good taste. Have disc with news and commercials, or if you prefer, disc with material of your selection. Box 628H, BROADCASTING.

Sports director of net affiliate looking for change. Accurate and lively play-by-play baseball, football, basketball. Ready for baseball season. Box 653H, BROADCASTING.

Sports wanted, beginning baseball. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 28, three children, college. Permanency primary. $100. Box 660H, BROADCASTING.

Announcer, 5 years experience, desires position with progressive west or midwest station. Good all-round man or news specialist. Write Box 692H, BROADCASTING.

Announcer-program director 1000 watt southern independent desires permanent change and advancement out of south. Formerly instructor speech and radio. Experienced news, music, Gates console. Married. Hard worker. Disc, resume. Box 694H, BROADCASTING.

Announcer-salesman. Radio dramatic school training. Wishes start in radio. Willing to settle small town. Box 695H, BROADCASTING.

Announcer available. Experienced all phases radio and television. Ten years background. Box 696H, BROADCASTING.

Experienced staff announcer. "Heavy on news," program director, some TV experience. Not subject to military call. Box 698H, BROADCASTING.

Variety Vince wants to go south, wife sick. 25, 4 years radio, TV. DJ, emcee, good seller, announcer, director, publicity merchandising manager at station now. Box 699H, BROADCASTING.

For sale. DJ good draft status, experienced and love of loot. This item is family type man, sober and stable. Priced for quick sale at $425 plus talent. Disc and details available. Box 707H, BROADCASTING.

Texas. Experienced commercial announcer. Proficient all phases, disc jockey to programming. Draft exempt asset. Extra, wife is topnotch traffic manager. Tape available. Box 700H, BROADCASTING.

Baseball announcer. 29. One of nation's best. Not run of the mill. I will accept only top AM or TV contract with major league or triple "A". Positively draft exempt. Box 703H, BROADCASTING.

Network caliber announcer. 5 years experience all phases. Board operation. Presently employed. Veteran, 26, married, one child. Looking for permanency in good market. Minimum $75. Best references. Disc available if interested, personal interview. Box 705H, BROADCASTING.

Experienced newscaster, excellent references, veteran, college and professional background including network experience, desires permanent position in good market beginning at $400. For audition disc and photo address Box 706H, BROADCASTING.

Young man, 20, desires opportunity for radio work. Will accept other work with part-time microphone. Any location. References. Box 708H, BROADCASTING.

10 years experience. Draft status good. Married. Can build your Hooper. Have network references. Box 710H, BROADCASTING.

Experienced announcer wants straight job in 50,000 market. $65 minimum. Box 713H, BROADCASTING.

Announcer, 28, married veteran, 1½ years radio experience, college education, currently employed by southern network affiliate as morning man and newscaster, desires position in New England, or Washington, D. C. area. Disc, recorded to your specifications and complete application sent upon request. Box 717H, BROADCASTING.

Situations Wanted (Cont'd)

Experienced radio personality will go anywhere with AM-TV with opportunity for future. Present programs hold highest ratings in city. University grad. Age 29. Minimum $100. Box 721H, BROADCASTING.

East coast. 2 years radio school, 1 year in station, personality, guitarist, vocalist, all add up to an A-1 staff announcer. Veteran, single, willing worker. Try me. Box 723H, BROADCASTING.

Sports announcer, experienced baseball, all sports. Top audience ratings. College graduate, vet. Currently employed but desire progressive station in larger market. Box 725H, BROADCASTING.

Experienced announcer - engineer-writer, first ticket. Prefer metropolitan area in eastern market. Veteran, married, can you use an idea man to write shows for drama etc. and do announcing-engineering. Box 727H, BROADCASTING.

Experienced, capable announcer, draft exempt. Veteran, specialties news and music. Have worked in better market areas. Interested in position with future, east only. Box 733H, BROADCASTING.

Graduate announcers school. Sports, re-creation, DJ, writer, news, special events, board operator. Vet 30, single. Box 734H, BROADCASTING.

Top sports commentator and personality. Want unique position of baseball play-by-play, evening sports show, morning wake-up show, or sports exclusively. Excellent background, six years network commercial and sports work, MC, disc shows, news commentary, special events, and writing on eastern metropolitan network key station. Voice tops with accent on selling, punch. Veteran, family man, 28, working. Box 736H, BROADCASTING.

Experienced announcer-farm director desires position with midwestern station. Now employed, draft exempt, good educational background in radio and agriculture. Tops in interviewing, commercial announcing and public relation. $75. Available two week notice. Good references. Box 742H, BROADCASTING.

Attention all stations within 500 mile area of Los Angeles. Announcer, draft exempt, 3 years experience. Please rush. Box 747H, BROADCASTING.

Station wishing to convert sustaining to commercial time. Good general announcers. Also have two man show. New ideas. Both have sales experience. Box 748H, BROADCASTING.

Announcer, draft exempt, college grad. Seeks experience. Start at bottom. Box 749H, BROADCASTING.

I have a worldly sounding voice, which can be put to good use by your station, if you are willing to work with me, to help develop me into a personality, staff experience, 27. Box 751H, BROADCASTING.

Topnotch, young announcer, now employed, desires position foreign station-U.S. territory. Chance to learn native tongue. Box 742H, BROADCASTING.

Staff announcer, negro, pleasing voice. Can write. College, extensive training, all phases of announcing. Draft exempt. Oswald M. Barnes, 43 Chauncey St., Brooklyn 33, N. Y.

Announcer, some experience, veteran, draft exempt. Seeks opportunity in small town. Leo J. Friedman, 317 West 28th St., New York City, N. Y.

Announcers and writers, thoroughly trained and mike mature trained on Gates and RCA equipment. Pathfinder, 1222-A Oak Street, Kansas City, Missouri.

Announcer-salesman-continuity writer. Seeks opportunity. Married veteran, 1 child. John W. Russell, 40-25 196th Street, Flushing, N. Y.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Technical

First phone, transmitter experience, desires studio-transmitter operation. Draft exempt, married. Prefer N.E. Box 415H, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer with top engineering talent and executive ability backed by years of experience in all branches of broadcast engineering seeking employment by good progressive station. Box 594H, BROADCASTING.

Experienced engineer desires position with progressive station. Top references. Draft proof. Available now. Box 676H, BROADCASTING.

Chief engineer, 18 years experience. Excellent record. Best references. Desires change to progressive station. Engineering only. Box 704H, BROADCASTING.

Experienced engineer, 1st phone, control board, limited announcing experience, one hundred mile radius New York only. Box 709H, BROADCASTING.

Chief engineer, thoroughly experienced planning, layout, construction and all phases engineering including directionals. Past experience also includes successful management of two stations. Presently completing new directional station and desires affiliation with some station financially sound with a future. Executive type person, married, early thirties, exempted, highest references. Administrative or technical responsibility welcomed. All reasonable answers promptly acknowledged. Box 714H, BROADCASTING.

Engineer, 24, veteran. Trained in AM, FM, TV broadcasting. Experienced in AM and recording. Know photography and optics. Want permanent position good station any type anywhere in U.S. Present position unsatisfactory. Box 716H, BROADCASTING.

Chief engineer: Twelve years experience all phases. New construction a specialty. Married, draft exempt. Excellent references. Box 675H, BROADCASTING.

Engineer, first phone license, nine years AM, FM experience, draft exempt, sober. Desires change. South or southwest preferred. Full details please. Box 720H, BROADCASTING.

Experienced engineer-announcer wants either combo job or engineering in city of over 75,000 population. Also have television training. Box 724H, BROADCASTING.

Experienced engineer-announcer desires to return to Kansas and take up permanent position. Any offers? Box 726H, BROADCASTING.

Young man with 1st phone, seeking engineer position, no experience but ambitious, willing to learn. Midwest preferred. Box 735H, BROADCASTING.

Chief engineer-announcer, emphasis on engineering, but plenty experience announcing. Draft exempt veteran with dependents. Excellent references. Oklahoma-Arkansas area only. Two weeks notice. Box 759H, BROADCASTING.

First class radiotelephone and radiotelegraph. 4 years experience shipboard radio officer. Age 23, married with family. Seeking permanent broadcast position. Alex Golick, 174 Beach 72nd Street, Arverne, Long Island, N. Y.

Chief engineers AM, executive placement service has several immediate vacancies in secondary markets. Howard S. Frazier, 726 Bond Bldg., Washington, D. C.

Excellent radio voice, first class radiotelephone license with limited experience. Some announcing, console and turntable experience. Seeking combination position with emphasis on announcing. Not the best of announcers and know it, but could be in stable position and under congenial management. Thirty, married, sober, good appearance and good draft status. Minimum salary $65.00. Ty Rae, Apartment Number 115, 10358 Bellwood Avenue, Los Angeles 64, California.

Production-Programming, others

Gal Friday. Broadcasting and secretarial work, continuity writing. Air and office experience. New York area, Connecticut, New Jersey. Box 550H, BROADCASTING.

Female plowhorse with imagination, initiative, sense of humor, seeks same kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically, but not mentally, handicapped. What have you? Box 582H, BROADCASTING.

Program director-announcer. Now with net affiliate. Married, good draft status. Go anywhere. Can arrange personal interview. Box 711H, BROADCASTING.

Situations Wanted (Cont'd)

Program director and staff announcer. Four years experience with sound midwestern network affiliate. University graduate. Family man. Veteran. Desires improvement, possibly TV. Prefers Los Angeles area, Washington, D. C. or New York City. Box 722H, BROADCASTING.

Program director, 3 years experience all phases programming, draft exempt veteran, married, 37. Write, produce own saleable shows. Knows business from ground up, including sales. Box 738H, BROADCASTING.

Program director, 12 years in radio, 1 year TV. Seeking PD position or TV production-direction. Married, draft exempt, permanent. Box 744H, BROADCASTING.

No draft worries! Female commentator, publicity, promotion director; also 1 year own TV show. Accustomed to script writing and lecture platform. Box 746H, BROADCASTING.

Television

Technical

Draft deferred. Graduate television engineer desires station work. Understands and handled RCA cameras and link. Any location. Box 565H, BROADCASTING ● *TELECASTING.*

Chief engineer TV, executive placement service has immediate opening. Howard S. Frazier, 726 Bond Bldg., Washington, D. C.

Production-Programming, others

Ready to put into production original show ideas that can get sponsors for you. Two years experience in television production plus competent directorial ability. Offering an excellent potential as a high caliber producer-director for the progressive station. 30, married, top references. Box 567H, BROADCASTING ● *TELECASTING.*

Television script writer-engineer, first phone license, married, veteran. Experienced with TV cameras etc. Have had script shows on N. Y. stations. Interested in putting on money making shows? I'm the boy that can do it! Box 728 H, BROADCASTING ● *TELECASTING.*

For Sale

Equipment, etc.

Records. Prominent disc jockey must sell at a sacrifice up-to-date private record library of 15,000 selections. Box 712H, BROADCASTING.

For sale, RCA FM 10B—10 kw FM transmitter with 500 ft. 3⅛" line, four section Federal square loop antenna and Hewlett-Packard frequency modulation monitor. $10,000.00. Box 750H, BROADCASTING.

Tower, 170′ Lehigh, heavy duty, self-supporting; capable of supporting heavy TV-FM antennas. Write Box 761H, BROADCASTING.

Two RMC arms and filters, includes four Universal heads. Best offer accepted. Contact Al Beck, Chief Engineer, KGBS, Harlingen, Texas.

Collins 300G 250 watt transmitter. Used only two years, perfect. Also welded steel tower, guyed, 200 feet, guys, insulators, complete lighting. Description and price on inquiry. KWIE, Kennewick, Washington.

For sale, 3 kw Federal FM transmitter, or will trade for 1 kw AM transmitter. Also for sale, RCA 250 watt AM transmitter and RCA limiting amplifier. Frank B. Ridgeway, Director of Engineering, WEBR Inc., Buffalo.

Raytheon remote 3-channel amplifier and power supply. One year old. Like new. $300.00. WKAM, Warsaw, Indiana.

For sale—Collins 1 kw transmitter; also Western Electric 1 kw transmitter; one self-supporting tower. All now available because we've changed power and transmitter site. Bargain for immediate delivery. f.o.b., Albany, N. Y. Jim Healey, WOKO, Albany, N. Y.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Attention station managers, agencies: Streamlined, custom built, play-back for sale at sacrifice price. Basic mechanism is Stromberg-Carlson. Has 78 and 33⅓ speeds—lateral pick-up and all tone controls. Operates on 110 v. A. C. Has self contained 12" speaker in beautiful battleship gray cabinet. Cost $230.00 two years ago. Best offer takes it. Jay Wingate, Funkhouser Industries Building, Ranson, W. Va.

Wanted to Buy

Stations

Active, successful manager desires to purchase midwest, southwest, or southern local, or regional station. Box 729H, BROADCASTING.

Equipment, etc.

Wanted: Complete equipment for new 250 watt. Need everything. Box 630H, BROADCASTING.

Equipment for 250 watt station. Box 678H, BROADCASTING.

Wanted: Complete equipment for 250-1000 watt FM station, including antenna, transmitter, monitor, console, etc. State make, condition and price. Box 701H, BROADCASTING.

Wanted: 500 watt AM transmitter, either standard or composite. Box 715H, BROADCASTING.

Need one 250 watt and 1 kw transmitters. Please give brand, age, condition, price, tubes used and other components. Guarantee Radio Supply Co., 1314 Iturbide St., Laredo, Texas.

Help Wanted

Technical

wanted

top recording engineer,

thoroughly experienced, excellent opportunity, New York City company.

Box 605H, BROADCASTING.

Situations Wanted

Production-Programming, others

NEWSWRITER, NEWSCASTER

Feature story writer, newscaster, former correspondent afloat and editor, specializing local reporting (particularly waterfront), with good sponsorship record, wants writing-broadcasting work seaport city. Now employed inland as station manager.

BOX 690H, BROADCASTING

For Sale

Equipment, etc.

ATTENTION EDUCATIONAL AND RELIGIOUS FM STATION!

We offer immediate delivery on a General Electric FM 50 KW transmitter and 8 bay Federal antenna complete in every respect ready for installation. Substantial saving. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Miscellaneous

OPPORTUNITY

For men with experience as radio announcers!

Is your present position compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power?

Your special training and experience are personal assets. You may be able to capitalize on them in a position where they will help speed your progress.

Write for complete information. Please give personal details. All replies confidential.

BOX 661H, BROADCASTING

CUSTOM JINGLES
with proven sales results
RICHARD STROUT
PRODUCTIONS, Box 2261, Hollywood

Employment Service

EXECUTIVE PLACEMENT SERVICE
Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockies. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

for hire

WANTED—for hire: —Mgrs. — Anncr.-writers — P.D.'s — Women's Dir.— SALESmen — Dee-Jay's—Chief Engr.— Anncr. - tech - Producers . . . for TV-AM stations—Coast to Coast! RRR RADIO-TV EMPLOY. BUR. Box 413, Phila. 5, Pa.

FREE—6 years—FREE Employer's SERVICE!

B. C. Radiomen Meet

BRITISH COLUMBIA Assn. of Broadcasters held its annual meeting at the Empress Hotel, Victoria, Jan. 29-30 to discuss local provincial problems and hear reports from J. T. Allard and Pat Freeman, Canadian Assn. of Broadcasters, Ottawa and Toronto. F. H. Elphicke, CKWX Vancouver, presided.

RADIO CREDITED
At Celebration Banquet

RADIO was given a lion's share of the credit when toasts were being made Jan. 16 at a celebration banquet of Bond Bread salesmen of the Albany branch for their winning the nationwide 35th anniversary campaign put on by the General Baking Co.

Among those present were George L. Sutherland, sales manager of WPTR Albany; Bill Schnaudt, account executive, who handles the Bond Bread account, and Garry Barrett, son of Ellis Barrett, WPTR staff member.

The winning campaign had ended with the *Bondi and Santa Claus* program, an annual broadcast series of half-hour shows carried over WPTR. Garry, who took the role of Bondi, broadcasts annually from the North Pole. This year the program drew more than 16,000 letters to Santa.

CANADIAN MEET
MAB Re-Elects M. Neill

DECISION to go ahead with a marketbook on the Maritimes provinces (Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland) was decided at the Maritimes Assn. of Broadcasters meeting held at Amherst, N. S.

Malcolm Neill, CFNB Fredericton, was re-elected president, and will be a representative on the board of the Canadian Assn. of Broadcasters along with Finlay MacDonald, CJCH Halifax. The broadcasters heard reports on NARBA, the Royal Commission on Arts, Letters and Sciences and the audience circulation plans of the CAB during the Jan. 15-17 sessions. Harold Moon, BMI Canada Ltd., reported on the copyright situation. About 30 broadcasters attended.

ELECT REED
To Commerce Advisory Post

ELECTION of Philip D. Reed, chairman of the board of General Electric Co., as a vice chairman of the Dept. of Commerce's Business Advisory Council for 1951 has been announced by Secretary Charles W. Sawyer. Robert T. Stevens, chairman of the Federal Reserve Bank, New York, and a director of General Electric and General Foods Corp., was named chairman.

Mr. Reed succeeds Mr. Stevens in the vice chairman's post, the latter taking over the chairmanship held formerly by James S. Knowlson, chairman of the board of Stewart-Warner Corp. Also elected vice chairmen with Mr. Reed were John D. Biggers, Libby-Owens-Ford Glass Co.; George H. Love, Pittsburgh Consolidated Coal Co., and John C. Virden, John C. Virden Co.

FOR SUGGESTING "Bark" as a dog food name, Letha Metchicas, chief continuity writer of KGNC Amarillo, Tex., won $250 in a contest by the manufacturer, Uncle Johnny Mills, Houston. Tom Kritser, KGNC station manager, hands Miss Metchicas the check plus another $100 from the food firm for donation to charity.

UN BROADCASTS
Rebroadcast Policy Set

UNITED NATIONS Radio Dept. has advised U. S. radio stations that the FCC had granted blanket permission for stations to pick up shortwave broadcasts of UN sessions whenever signals were adequate.

The UN told stations they could not sell such programming to sponsors, and further imposed a rule that commercials must not interrupt the UN proceedings "except on the hour" and with clear explanation that the advertiser was not sponsoring the broadcast.

Stations were advised that they could set up their schedules by monitoring the UN radio stations at 10:30 a.m., 1:05 p.m. and 2:30 p.m. daily. In the morning the UN stations are WRCA, 21,610 kc or 13.88 meters, and WABC, 15,130 kc or 19.83 meters. In afternoon and evening the UN stations are WABC (until 6:45 p.m. only) 15,130 kc, 19.83 meters; WRCA 11,770 kc, 25.49 meters, and WRCA (from 3:15 p.m. only) 9,610 kc, 31.2[illegible] meters. All times are Eastern Standard.

Stations desiring to pickup the shortwave broadcasts for rebroadcasts over their own transmitters must write a letter stating their intentions to the UN radio department. Only one such letter is necessary.

KANS On 24 Hours

AROUND-the-clock programming to accommodate early morning listeners who are employed in manufacturing plants was scheduled to get underway last Monday at KANS Wichita, Kan. The policy was announced by Archie J. Taylor, KANS general manager, following dicsussions with local plant officials which revealed that about 12,000 families "need and desire local broadcasting service between midnight and 6 a.m." Mr. Taylor said "every effort will be made to provide programs that will be entertaining and informative for all." KANS is an NBC affiliate.

California
$27,500.00

The only station in one of California's most attractive smaller markets, this fulltime facility covers a rich and beautiful area where living is ideal. Low cost operation offers an opportunity for very satisfactory profits.

Florida
$62,500.00

A consistently profitable fulltime station that has one of the best potentials of any comparable property in Florida. Two or three partners can earn good salaries, dividends and worthwhile appreciation on their investment.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

PBS Closes

(Continued from page 23)

of about $30,000 a month, it was learned.

Although none of the top executives of PBS was immediately available for comment, it was learned that plans at the networks inception allowed for an operating loss of $50,000 a month for the first year, but that the backers decided to withdraw their support and to conclude operations when the financial records for December and January showed the losses running at the rate of over $100,000 a month.

A plan to curtail expenses by shutting down PBS Chicago headquarters and feeding the network's midwestern affiliates from New York was being discussed and had given rise to rumors that PBS was in trouble several days before its suspension. At that time PBS executives emphatically denied that the Chicago realignment had any significance beyond a move to effect a more economical operation.

Widely circulated reports in Chicago that WCFL would become the Liberty Chicago outlet with the demise of Progressive "are without foundation."

William A. Lee, general manager of the station, made this statement Thursday while admitting that WCFL recently had monitored Liberty but had found its strength lay largely in sports, "in which WCFL already excels."

"We have spent too much time establishing our block programming to make any radical changes at this time," Mr. Lee said. "Progressive interested us because it offered soap operas and gave us an opportunity to build morning listenership."

Mr. Finley, upon his arrival in Hollywood, declared he was "pressured" into ordering discontinuance of operations. He told his Hollywood staff that under no condition will he go into bankruptcy.

PBS reportedly owes AFRA talent between $15,000 and $20,000 and he assured Claude McCue, union secretary, that all talent and others will be fully paid "as quickly as possible," and further agreed to "freeze" programs already taped until commitments are taken care of.

CONGRESS SPLIT

On Taxes to Meet Budget

TAX turmoil in Washington continued unabated last week, with Congressional opinion split down the middle on whether President Truman's $71 billion budget for fiscal 1952 can be pared and whether enough taxes can be squeezed to bring revenue up to a pay-as-you-go basis.

The tax-writing House Ways & Means Committee starts hearings today (Monday) on the latter problem—finding enough revenue to help pay the cost of rearmament while maintaining an operating level of non-defense government agencies.

It is expected that the tax program, which President Truman apparently has divided in his tax requests from Congress ($10 billion now and $6 billion later), will be spelled out in terms of increased individual and corporate income levies and most likely a hike in excise taxes.

Committees Prepare

Appropriations committees in the Senate and House, meanwhile, prepared their subcommittees to handle hearings on the President's budget requests. Included is a proposed $6,850,000 for fiscal 1952 to pay for FCC's operation.

Delay in House subcommittee assignments, however, was caused by open battle between the "single packagers" and the "departmental packagers." The latter forces wish to return to the old system in Congress of considering each section of the budget separately from the whole, while the single packagers look to the new system, tried out for the first time in Congress last year, which puts all the financial eggs in one basket. It appeared by the end of the week that the departmentalists would win out.

Mr. Truman outlined his initial $10 billion tax program to a Democratic-Republican conference of members of the House Ways & Means Committee, the first such bipartisan meeting in Washington's tax history.

While the meeting was placed in the "secret" category, it was generally agreed that the new revenue would come from:

(1) Increases of individual taxes by 4% in each bracket, retroactive to Jan. 1, yielding an estimated $4 billion.

(2) Raise in the corporate income tax from the present 47% to 55%, gathering some $3 billion and also retroactive to the first of the year.

(3) An increase in excise taxes to gain another $3 billion. Radio-TV sets were not specifically mentioned by members of the committee attending the White House conference, but they have been talked about in the last month.

What "loopholes" in existing laws would be tightened were matters of speculation. It was not revealed whether Congress will try to make the excess profits law tougher so as to include corporations now exempt from the tax.

JABLONS RESIGNS

Returns to Gainsborough

RESIGNATION of Mike Jablons as special assistant to FCC Comr. Frieda Hennock, to return to his executive position with Gainsborough Assoc., was announced last week following completion of FCC's educational TV hearings (story page 57).

He will resume the position of vice president and general manager of Gainsborough Assoc., New York radio and TV production firm which he left last October to serve with Comr. Hennock, a leader in the movement to reserve TV channel for educational interests [BROADCASTING • TELECASTING, Oct. 16, 1950].

Mr. Jablons left late last week on a trip to Paris to seek out new talent for television and radio activities of Gainsborough. He plans to return after a short vacation in Italy following the business visit to Paris.

Gainsborough handles the Buddy Rogers-Mary Pickford television properties, the New York shows of the Skouras Theatres, and the *Meet Me at Romanoff's* show originating from Los Angeles.

Jack Benny Review

(Continued from page 24)

past them and while Don Wilson delivered a sales talk. Whatever humor was intended failed to materialize.

The rest of the show consisted of dialogue between Mr. Benny and other members of the cast. It proved that what is good on radio is not necessarily good on television. Mr. Benny may succeed eventually in transporting his basic formula from radio to television, but he will have to ornament it with action or at least with something interesting to watch as well as hear.

WMID ENGINEERS

Reach Wage Accord

A CONTRACT has been signed by the management of WMID Atlantic City and its engineers (International Brotherhood of Electrical Workers, AFL), the station reported last week, following a strike which had put WMID off the air for 24 hours [BROADCASTING • TELECASTING, Jan. 29].

The contract provides for an approximate increase of 20% in the basic wage scale which had been in effect for a year prior to the engineers signing with the union, the station added. It was reportedly the first contract signed in that area with a union as bargaining agent for technicians.

WWNF SALE SET

Rollins Firm to Buy

SALE of WWNF Wayetteville, N. C., for $32,500 was announced last week. Purchasing the 250-w full-time outlet on 1230 kc from Wayne M. Nelson is Rollins Broadcasting Inc., owned by John and Wayne Rollins, and which is licensee of WRAD Radford, Va., and permittee of WJWL(FM) Georgetown, Del.

Transaction, which is subject to FCC approval, was handled through Blackburn-Hamilton Co., station brokers. Mr. Nelson also owns WHIP Mooresville and WAYN Rockingham, both in North Carolina.

kglo

1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station — represented by Weed & Company.

FOR SOME INTERESTING INFORMATION ON RADIO IN **IOWA,** PLEASE SEE PAGE 27 OF THIS ISSUE

Docket Actions . . .

FINAL DECISIONS

WGBF Evansville, Ind.—Announced decision granting CP for change from 5 kw day, 1 kw night to 5 kw unlimited on 1280 kc and ordered dismissed without prejudice application by WMRO Aurora, Ill., for modification of license to change from 1280 kc, 250 w, day to 1280 kc, 250 w, day, 100 w, night. (Comrs. Coy, Walker, Jones, and Hennock participating.) Decision Jan. 23.

Surety Bcstg Co., Charlotte, N. C.—Adopted final decision granting application for new AM station on 930 kc, 5 kw, day, 1 kw, night, directional. Also granted application by WRRF Washington, N. C., to change from 930 kc, 5 kw, day to 930 kc, 5 kw day, 1 kw night, directional. (Comrs. Coy, Walker, Hyde, Jones and Sterling participating.) Decision Jan. 23.

INITIAL DECISIONS

KCLO Leavenworth, Kan.—Announced initial decision by Examiner Elizabeth C. Smith looking toward grant of power increase from 500 w to 1 kw, day, on 1410 kc, subject to adjustment of any interference complaints. Decision Jan. 29.

Lemoyne College, Memphis; Ripley Broadcasting Co., Ripley, Tenn.—Initial decision by Commission anticipating denial, for engineering reasons, of mutually exclusive applications of Lemoyne College, Memphis, and Aaron B. Robinson trading as Ripley Broadcasting Co., Ripley, Tenn., both seeking new stations on 1400 kc with 250 w. Mr. Robinson is general manager of WCMA Corinth, Miss. and WDXI Jackson, Miss., in which he owns substantial stock, and also controls WENK Union City, Tenn. Decision Feb. 1.

KIFI Idaho Falls, Ida.—Initial decision by Examiner J. D. Bond anticipating grant of KIFI Idaho Falls' application to change from 1400 to 1060 kc and increase power from 250 w to 10 kw, using DA at night. Engineering conditions. Decision Feb. 1.

Non-Docket Actions . . .

AM GRANTS

Fargo, N. D.—Radio Dacotah Inc. granted CP new AM station 1280 kc, 1kw, fulltime, directional night; conditions. Principals include E. H. Gilbertson, 30%; S. W. Corwin, 67.1%; W. W. Corwin, .4%; C. H. Corwin, .4%; and Jens Paulsen, 2.1%. Mr. Gilbertson and S. W. Corwin were stockholders in KVNJ-AM-FM Fargo (deleted) and Mr. Corwin has purchased all assets of that station for $125,000, this equipment to be used for new station. Granted Jan. 29.

Minden, La.—Parish Bcstg. Corp. granted CP new AM station 1240 kc, 250 w, fulltime. Principals include Mrs. Anita P. Kirsch, 72.5%; Lewis Taylor, 20%; Francis W. Grant, 2.5%; Paul W. Turner, 2.5%; and Will B. Larson, 2.5%. Estimated construction cost $15,364.29. Granted Jan. 29.

KSRV Ontario, Ore.—Granted switch in facilities from 1450 kc, 250 w, unlimited, to 1380 kc, 1 kw, unlimited, DA-N; cond. Granted Jan. 30.

KCRA Sacramento, Calif.—Granted switch in facilities from 1 kw day, 1 kw, night to 5 kw, day, 1 kw, night, on 1320 kc.; subject to possible interference from grant of pending application of KWRB Oakland, Calif., for switch in facilities from 1 kw to 5 kw on 1310 kc. Granted Jan. 30.

WNAO Raleigh, N. C.—Granted switch in facilities to change from 5 kw, unlimited, to 10 kw, day, 5 kw, night, directional night, on 850 kc; cond. Granted Jan. 30.

KGDE Fergus Falls, Minn.—Granted switch in facilities from 1230 kc, 250 w, unlimited, to 1250 kc, 1 kw, day, 500 w, night, directional night; cond. Granted Jan. 30.

NONCOMMERCIAL EDUCATIONAL FM GRANT

KSDB-FM Manhattan, Kan.—Kansas State College of Agriculture and Applied Science granted new noncommercial FM station Ch. 201 (88.1 mc) 10 w. Estimated cost $500. Complete FM transmitter gift from WIBW Topeka. College also operates KSAC Manhattan, educational AM station. Granted Jan. 26.

TRANSFER GRANTS

WLEA Hornell, N. Y.—Granted assignment of license from John S. Booth and Edgar S. Hutton, acting individually and as agents for 10 other stockholders, to W. H. Greenhow Co. for $35,000 on condition that transferee surrender its license for WWBC Hornell. WLEA is assigned 1320 kc, 1 kw, day. Granted Jan. 29.

WROX Clarksdale, Miss.—Granted assignment of license from Birney Imes Jr., administrator of father's estate, to Birney Imes Jr., individual. WROX is assigned 1450 kc, 250 w, fulltime. Granted Jan. 29.

KVOW Littlefield, Tex.—Granted assignment of license from partnership of J. C. Rothwell and J. B. McShan to new partnership of J. C. Rothwell, 37½%; J. B. McShan, 25%; and Ruth Rothwell, 37½%. No money involved. KVOW is assigned 1490 kc, 250 w, fulltime. Granted Jan. 29.

WEXL-AM-FM Royal Oak, Mich.—Granted transfer of control from George B. Hartrick and Bernice B. Hartrick to Jacob B. Sparks through purchase of 50% Royal Oak Bcstg. Co. Inc. for $79,900. WEXL is assigned 1340 kc, 250 w, fulltime. WEXL-FM is assigned Ch. 282 (104.3 mc), 18 kw. Granted Jan. 29.

WEOK Poughkeepsie, N. Y.—Granted transfer of control Mid-Hudson Bcstrs. Inc. from Harold W. Cassill to Arthur J. Barry Jr. for $40,000. WEOK is assigned 1390 kc, 1 kw, day. Granted Jan. 29.

WPGH Pittsburgh, Pa.—Granted transfer of control Pittsburgh Bcstg. Co. to George Harton, 49% owner at present, through purchase of 3.33% from F. Garrett Richter and 47.67% from William Zeuger for total of $8,000. WPGH is assigned 1080 kc, 1 kw, day. Granted Jan. 29.

WFOY St. Augustine, Fla.—Granted involuntary transfer of control Fountain of Youth Bcstg. Co. from J. C. Bell, deceased, to Mary E. Bell, executrix of estate. WFOY is assigned 1240 kc, 250 w, fulltime. Granted Jan. 25.

WRGA-AM-FM Rome, Ga.—Granted involuntary transfer of control Rome Bcstg. Corp. from ¾ owner John W. Quarles, deceased, to J. H. Quarles, administrator. WRGA is assigned 1470 kc, 5 kw, fulltime. WRGA-FM is assigned Ch. 293 (106.5 mc), 1.4 kw. Granted Jan. 24.

WCVS - AM - FM Springfield, Ill.—Granted relinquishment of negative control of WCBS Inc., parent company, by Copley Press Inc. through retirement of 49% common stock to treasury for $123,750. WCVS is assigned 1450 kc, 250 w, fulltime. WCVS-FM is assigned Ch. 275 (102.9 mc), 25 kw. Granted Jan. 22.

WOAP - AM - FM Owosso, Mich.—Granted assignment of license from Argus Press Co. to new corporation, Owosso Bcstg. Co., owned by Argus Press Co. Granted Jan. 25.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 1

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,237	2,213	110		273	139
FM Stations	666	507	174	1*	12	6
TV Stations	107	59	48		378	171

* On the air.

* * *

FCC Actions

(Continued from page 82)

company (KLMR) et al. on Feb. 6, in Lamar, Colo. Granted leave to amend its application to show revision in estimated cost of construction and a revised plan of financing.

KGAR Garden City, Kan.—Granted request that Mr. Dale E. Corley be admitted specially *pro hac vice* to represent KGAR at a deposition hearing of the Southeast Colorado Broadcasting Co. (KLMR), et al. on Feb. 6, in Lamar, Colo. Granted leave to amend its application to show purchase on 1/3/51, of 30 shares of common stock in applicant corporation for $3,000.

By Comr. Paul A. Walker

KFGT Fremont, Neb.—Granted extension to Feb. 2 to file reply brief.

January 30 Applications . . .

ACCEPTED FOR FILING

License for CP

KVIM New Iberia, La.—License for CP new AM station.

Modification of CP

Request for mod. CP for extension of completion date: KIKI Honolulu, Hawaii; KJCF Festus, Mo.; WPAB Ponce, P. R.

January 31 Applications . . .

ACCEPTED FOR FILING

License for CP

KOJM Havre, Mont.—License for CP to change power, frequency, etc.

AM—960 kc

WELS Kinston, N. C.—CP to change from 1010 kc 1 kw D to 960 kc 5 kw-D 1 kw-N DA-N.

Modification of CP

WRBL-FM Columbus, Ga.—Mod. CP new FM station for extension of completion date.

APPLICATIONS RETURNED

WBIR Inc. Knoxville, Tenn. — RETURNED application for CP new TV station for correct date.

WNAV Annapolis, Md.—RETURNED application for license for CP to increase power etc.

APPLICATION DISMISSED

KCHA Charles City, Iowa — DISMISSED application for transfer of control from Dean W. Hollingsworth, Clair R. Miller, Loraine A. Cromey, Gerald A. Bartell, David Beznor and Lee K. Beznor to Lou J. Sansome and Howard D. Howard.

February 1 Decisions . . .

By the Commission en banc

WOL Washington, D. C.—Granted temporary extension of license to April 1.

WXLT Ely, Minn.—Granted temporary extension of license to June 1.

February 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP for extension of completion date: WGGH Greenwich, Conn.; WTBO-FM Cumberland, Md.; WTOL-FM Toledo, Ohio.

License Renewal

Following stations request renewal of license: WCMW-FM Canton, Ohio; KCMC-FM Texarkana, Tex.

License for CP

KTEC Oretech, Ore.—License for CP new non-commercial educational FM station.

New Applications . . .

AM APPLICATIONS

Clarksville, Tex.—Winston O. Ward d/b as Clarksville Bcstg. Co., 1350 kc, 500 w, day; estimated cost $11,300. Mr. Ward also owns Mt. Pleasant Bcstg. Co., licensee KIMP Mt. Pleasant, Tex. Filed Jan. 24.

Birmingham, Ala.—William A. Chapman and George K. Chapman d/b as Chapman Radio and Television Co., 1220 kc, 1 kw, day; estimated cost $16,500, of which $15,000 is sales agreement to buy Birmingham transmitter and property of WEDR. (Contingent upon grant of WEDR Birmingham's application to switch from 1220 kc, 1 kw, day to 1330 kc, 1 kw, day, 500 w, night, directional, and move to Fairfield, Ala.) Filed Jan. 25.

Birmingham, Ala.—Emory M. Mc-

Mr. Windle McMahon

Lewis and Gilman, Advertising

Philadelphia, Pennsylvania

Dear Mac:

Well, th' boys at WCHS done done it agin! Yessir, Mac, thar ain't no doubt 'bout it. WCHS is West Virginny's Number One Station! Jest saw th' Hooper report fer November an' December 1950, and boy oh boy is WCHS outen front! They's five radio stations in Charleston, West Virginny, an' uv th' total rated time periods WCHS had 43.2 per cent uv th' audience—more'n two and one-half times as much as th' next closest station! Now ain't thet sumpthin'? Bet them Boscul Coffee boys is glad they got programs on WCHS!

Yrs.

Algy

WCHS

Charleston, W. Va.

Langendorf OLD FRIEND

Consistently renewing its schedules year after year, this fine Western bakery proves its loyalty to KJR's efficient coverage of Western Washington.

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

Elroy and Dorsey E. Newman d/b as Voice of Birmingham, 1220 kc, 1 kw, day. (Resubmitted. See BROADCASTING • TELECASTING, Jan. 22). Filed Jan. 31.

Tuskegee, Ala.—Tuskegee Bcstg. Co. Inc., 580 kc, 500 w. day; estimated cost $11,350. Bertram Bank, 50%, president and general manager, is 1/2 owner WTBC Tuscaloosa, Ala.; William W. Bunt, 25%, vice president and secretary, is sales manager WSFA Montgomery; Howard E. Pill, 25%, treasurer, is 1/4 owner WSFA and 23 1/3% owner WDAK Columbus, Ga. Filed Jan. 29.

Minden, La.—Thomas H. Todd, 1240 kc, 100 w., unlimited; estimated cost $14,645. Mr. Todd is chief engineer at WTBC Tuscaloosa and former 1/4 owner of same. Filed Jan. 31.

FM APPLICATIONS

Charleston, Mo.—Kermit Barker, Charles W. Hobbs d/b as South Missouri Bcstg. Co., Ch. 269 (101.7 mc), 28 w; estimated cost $4,250. Mr. Barker is chief engineer at KREI Farmington, Mo. Mr. Hobbs is chief engineer at KGFX Pierre, S. D. Each is 50% partner. Filed Jan. 19.

TV APPLICATIONS

Montgomery, Ala.—Southern Bcstg. Co. Inc., Ch. 10 (192-198 mc) ERP 30.3 kw vis., 15.2 kw aur., ant. 278 ft.; estimated cost $250,000; first year operating cost $200,000; revenue $270,000. Applicant operates WJJJ Montgomery. Filed Jan. 18.

Ashtabula, Ohio—WICA Inc. (Resubmitted. See BROADCASTING • TELECASTING, Jan. 15.)

TRANSFER REQUESTS

WHDF Houghton, Mich.—Transfer of control Upper Michigan Bcstg. Co., licensee, from A. L. Burgan, deceased, to George L. Burgan, son, by aquisition of 561 sh. from Anna L. Burgan, widow and power of attorney. Mr. Burgan has been secretary-treasurer and chief engineer since 1929 and will now own total of 595 sh. Filed Jan. 24.

WPAB Ponce, P. R.—Aquisition of control of WPAB and KA-4871 by Rafael G. Aguayo and Alfonso G. Aguayo, brothers, through purchase by Rafael of 50 sh. from Carlos C. Clavell for $10,000. Alfonso is manager, owns 215 sh. Filed Jan. 24.

WFYC Alma, Mich.—Assignment of license from Alma Bcstg. Co., Inc. to WFYC Inc. Control not affected. No money involved. Filed Jan. 29.

WLOK-AM-FM Lima, Ohio—Transfer of license from Fort Industry Co. to Pixleys Inc. for $137,500. Transferee is licensee of WCOL-AM-FM Columbus, Ohio. Filed Jan. 29.

WDMG Douglas, Ga.—Transfer of control from Downing Musgrove and Alice Musgrove to B. F. J. Timm, secretary-treasurer, through sale of 4 sh. for $1,260. Mr. Musgrove to remain as minority stockholder. (Resubmitted) Filed Jan. 31.

WLBK DeKalb, Ill.—Relinquishment of control by Theodore A. Lanes through sale of 40 sh. to seven other stockholders for $3,000. Mr. Lanes retains minority interest. Filed Jan. 31.

KFBB Great Falls, Mont.—Aquisition of control by Fairmont Corp. by purchase of 51% (1428 sh.) from Fred Birch for $157,080. Fairmont Corp. is owned by Anaconda Copper Mining Co., Butte, Mont. Mr. Birch retains minority interest.

KPBM Carlsbad, N. M.—Transfer of license from Paul B. McEvoy and Maurice F. McEvoy d/b as McEvoy Bros. to Coronado Bcstg. Co. Inc., owned by Maurice McEvoy, 52.38 1/3%, 1/4 owner McEvoy Bcstg. Co., licensee KSWS Roswell, N. M.; Hazel H. McEvoy, 14.28 1/3%, wife of M. McEvoy; and Darrell A. Swayze, 33.33 1/3%, commercial manager KPBM, who pays $7,000 for his interest; no other cash involved. Exchange of interests so that P. McEvoy can devote full time to McEvoy Holiday Shop, formerly owned by same partnership. Filed Jan. 24.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 3, FM 12, TV 0. Station, dates and reasons are:

KDAN Oroville, Calif.—Oroville Mercury Co. License Jan. 25. Reason unavailable.

KHOA-FM Inglewood, Calif.—William H. Haupt. CP Jan. 29. Forfeited.

KMAU (FM) Los Angeles—Marantha Bcstg. Co. CP Jan. 29. Forfeited.

WEWO-FM Laurinburg, N. C.—Scotland Bcstg. Co. CP Jan. 29. Forfeited.

KSNA (FM) Mt. Pleasant, Utah—North Sanpete School District. CP Jan. 29. Forfeited.

WFSI (FM) Lakeland, Calif.—Florida Southern College. CP Jan. 25. Forfeited.

WAVZ-FM New Haven, Conn.—The WAVZ Bcstg. Corp. CP Jan. 19. Economic.

WLFM (FM) Braddock, Pa.—Matta Bcstg. Co. CP Jan. 15. To devote time and money to TV.

WEBC-FM Duluth Minn.—Head of the Lakes Bcstg. Co. License Jan. 26. Lack of audience.

KCRC-FM Enid, Okla.—Enid Radiophone Co. License Jan. 25. Lack of interest.

WROL-FM Knoxville, Tenn.—Mountcastle Bcstg. Co. Inc. License Jan. 25. Economic.

ILLINOIS MEETING

Broadcasters Set Agenda

APPOINTMENT of a committee to "watch progress of state legislation" will be one of the last official acts of Harold A. Safford, WLS Chicago, as he completes a one-year term as president of the Illinois Broadcasters Assn. with the annual IBA meeting Feb. 23 in Springfield. Mr. Safford also will bring up the subject of civil defense and call for discussion on "how stations can cooperate in an all-out war effort, both locally and nationally," he told BROADCASTING • TELECASTING.

An IBA nominating committee of Leslie C. Johnson, WHBF Rock Island, chairman; Arthur F. Harre, WJJD Chicago, and Charles R. Cook, WJPF Herrin, is expected to have a new slate of officers ready for the annual election. The all-day meeting at the Leland Hotel is scheduled to get under way at 10 a.m., and will include luncheon.

AMONG the NEMMG representatives present were, seated (l to r): Nona Kirby, WLAW Lawrence; Mr. Murley; Carolyn and Ken; standing, Mr. Haase, Mr. Raymer, Creighton Getchell, WGAN Portland; Robert Booth, WTAG Worcester; William B. McGrath, WHDH Boston, and Arnold F. Schoen Jr., WPRO Providence.

* * *

HONOR MURLEY

New England Group Fetes

REPRESENTATIVES of the New England Major Markets Group met Jan. 23 at a dinner and reception in Boston to pay tribute to James M. Murley, president and treasurer of Broadcast Advertising Inc., Boston, and owner of the *Yankee Kitchen* show heard over the NEMMG network.

Among those who paid high praise to Mr. Murley was Paul H. Raymer, president, Paul H. Raymer Co. Mr. Raymer cited Mr. Murley's able direction of the *Yankee Kitchen* and his cooperation with stations carrying the show.

Paul B. Haase, WDRC Hartford, chairman of the group, presided at the affair. Other speakers included Ken and Carolyn, featured personalities on the *Yankee Kitchen* program.

During the meetings the members pledged the full facilities and personnel of the network to the government for any patriotic use during the present emergency.

A resolution also was adopted by the group paying tribute to the late Edward E. Hill, executive vice president, WTAG Worcester, who was instrumental in founding the NEMMG.

TRANSCRIBED series on Americanism prepared by Kiwanis International reportedly being carried as public service feature by almost 400 stations.

RANDAU NAMED

Accepts Civil Post

CLEM J. RANDAU, stockholder in WNEW New York and special assistant to Civil Defense Administrator Millard F. Caldwell Jr., has been named to head up the agency's newly-created, top-level Policy Committee.

Mr. Randau

Mr. Randau, who holds 3.57% interest in WNEW, served as vice president of United Press from 1936 to 1942, when he joined the *Chicago Sun* as business manager. He also was vice president and director of Field Enterprises Inc. from 1942 to 1947, negotiating for operation of such Field stations as WJJD Chicago, WSAI Cincinnati, KOIN Portland and KJR Seattle.

Mr. Randau, who accepted the civil defense post early this January, had been retired since 1947, though active in oil and newspaper interests. He reportedly accepted the position at the invitation of W. Stuart Symington, chairman, National Security Resources Board.

It's Barnyard gossip . . . . .

. . . that Thumb District farmers listen to WTTH!

First with the news and farm reports . . . make WTTH our favorite station!

WTTH

1380 on your Dial

PORT HURON, MICHIGAN

Represented by Weed & Co.

ABC NETWORK

FOR DEPENDABLE SERVICE look to ALLIED for your station supplies

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.

ALL STATION SUPPLIES
Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

GET THIS CATALOG
Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for immediate shipment. Ask to be put on our "Broadcast Bulletin" mailing list.
Write to BROADCAST DIVISION

ALLIED RADIO
833 W. JACKSON BLVD., CHICAGO 7
Call: HAymarket 1-6800

McFarland Bill

(Continued from page 23)

filing of a formal application, but no such authority shall be granted for a period beyond the period of the emergency requiring it nor remain effective beyond such period.

This provision (Sec. 7 of the bill) also would apply "in cases of emergency found by the Commission involving danger to life or property or due to damage to equipment."

Under Sec. 308 of the Communications Act, the FCC may grant licenses, renewals and modifications "only upon written application," provided that "in cases of emergency found by the Commission," licenses, renewals and modifications, "for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without formal application. Such licenses, however, shall in no case be for a longer term than three months."

In an interview, Sen. Case pointed to the 90-day provision in the Act and the absence of the time limit in the McFarland proposal.

The Senator also told BROADCASTING • TELECASTING that the bill "never came up on the floor of the Senate for debate, nor did it come up in the House." Sen. Case is a former member of the House and served on the House Appropriations Committee where he had occasion to study the setup of FCC when funds were requested.

In Sec. 11 of the McFarland Bill, amending Sec. 312 of the Communications Act and entitled "Revocation of Licenses; Cease-and-Desist Orders," there is a provision that "any station license may be revoked . . . (2) for violation or failure to observe any of the restrictions or provisions of a treaty ratified by the United States. . . ." Apparently, Sen. Case had this in mind when he referred to NARBA.

Despite the temporary set-back to Sen. McFarland's bill, the measure's supporters within and without the industry predicted early passage of the legislation. The bill probably will come up again on call of the consent calendar. If a Senator should request unanimous consideration at that time the measure would become subject to debate with a vote taken, and its progress may be expected to be substantially slowed in the upper chamber.

There is speculation that the GOP's concern on "emergency powers" to the executive, which apparently created the impasse for the McFarland Bill last week, may really erupt if the signal controls bill, which would give the president power to silence radio-TV signals in the interest of national security, gets on the Senate floor.

For the present, the controls bill (S 537) is marking time in the Senate Commerce Committee, where Chairman Ed C. Johnson (D-Col.) has tabbed it a "drastic" piece of legislation [BROADCASTING • TELECASTING, Jan. 22].

WHY ROOST IN BARNYARD (Ky.)?

Honestly, there is a town named Barnyard right here in Kentucky — but you *won't* find WAVE roosting there. . . .

We feather our nest in the fabulous *Louisville Trading Area*, the only Kentucky market that really sets salesmen to cacklin'. Here we don't scratch for chicken feed — we get big golden eggs from an area that's *far* above average for these parts.

WAVE's BMB counties have 238,490 families Daytime as against 758,100 in all of Kentucky. That's 31.4%—but these families have 66.4% of Kentucky's total Effective Buying Income. How's *that* for something to crow about?

LOUISVILLE'S
WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

COFFEE toast is drunk by network, agency and advertising executives to signify purchase by Ben Hur Products of *Bob Garred and the News* on ABC Pacific Coast Network on behalf of its coffee. Principals in negotiations are (l to r) Norton Mogge, president, Mogge-Privett Inc., Los Angeles, sponsor's agency; Mr. Garred (seated), Pacific Coast newscaster; Robert A. Street, ABC Hollywood account executive, and Walter Emmerling, president of Ben Hur Products Inc. News program is aired on 30 ABC West Coast stations, Monday, Wednesday and Friday, 7:30-7:40 a.m. PST.

Transcription Series

PRISM-LITE DIAMONDS, New York, has purchased *Tom Terris Stories of Fabulous Jewels*, five-minute open-end transcription series, for use in 25 markets throughout the country by local dealers. Series is produced by Charles Michelson Inc., New York.

Tax Victory

(Continued from page 36)

from the facts of the contract, it appears that the charge is made for the right to use the recordings of certain artists, and that the records furnished must be used in a program, as distinguished from records used on sustaining programs or disc jockey programs, and hence is similar to the program service set forth above.

In view of the fact that the charge made far exceeds the actual value of the tangible personal property transferred, and also the fact that the charge seems to be based on obtaining the right to use the music of certain artists in a program, which program is controlled by the contract, it appears that the contract is one for a program service in reality, and is not a contract for the rental of tangible personal property.

Therefore, in my opinion, on the facts stated above, records furnished under such a contract are incidental to the contract, and that the contract is one for service, and hence not subject to the application of the Ohio sales or use tax; except that where it is ascertained from the contract that a certain portion of the consideration represents rental or purchase of tangible personal property the tax shall be applied to such portion.

Rented TV Film Exempt

Insofar as the rental of film for television is concerned, the commissioner declared that the exemptions as listed under the General Code of Ohio shall also apply. This covers films for exhibition purposes, except such films as are used solely for advertising purposes. It was explained that the code did not limit the transfer of copyrighted motion picture films to any particular class for exhibition.

Films solely for advertising purposes are taxable, but those which are a combination of advertising and program films would not be taxable since they are not solely used for advertising and since they are copyrighted motion picture films for exhibition purposes.

The Ohio broadcasters group has circulated a letter to member stations, advising them of the ruling and enclosing forms for application for refunds on such taxes paid since Jan. 1, 1941. Request has been made that completed forms be sent to the OAB so that all applications simultaneously can be made to the state.

Study Equipment Tax

Another OAB project underway is a study on the question of use taxes being paid on broadcast equipment. According to Carl George, WGAR Cleveland, president of the Ohio broadcasters group, newspapers in the state are specifically exempt and the feeling of the OAB is that since radio is also a medium of disseminating news, the radio industry in Ohio should have certain information as well.

LORAIN JOURNAL In Ad Quandary

THE LORAIN (Ohio) *Journal*, found guilty of anti-trust practices against WEOL Elyria-Lorain, went to court last week to learn whether it must accept a local merchant's advertisement which tells readers to listen to a WEOL program.

The advertisement was submitted by a Lorain men's wear store. It would advise readers to "Listen to *Collectors' Corner*, WEOL, Friday, 11:30 p.m."

The *Lorain Journal*, which is appealing the anti-trust decree issued against it by Federal Judge Emerich B. Freed [BROADCASTING • TELECASTING, Jan. 15, 8], took the proffered advertisement to Judge Freed last Monday. To publish it, the newspaper argued, would be to advertise a competitor.

The Justice Dept., it was understood, is preparing to contend that Judge Freed's decree against the *Journal* requires it to carry the advertisement, because of the anti-trust circumstances involved.

Judge Freed's decree, issued Jan. 5, held among other things that the *Journal* must not discriminate against any advertiser simply because he also buys time on WEOL or any other competitive media.

WFTR
Front Royal, Va.
USES
Magnecorder
PROFESSIONAL TAPE RECORDERS

PT63-A shown has 3 separate heads—monitors from the tape. Unit construction permits portable or rack mount operation.
Write MAGNECORD, Inc.
360 N. Michigan Ave., Chicago 1, Illinois
FIRST CHOICE OF ENGINEERS

MIDLAND AGENCY

Post Office Takes Action

RADIO STATION complaints against Midland Adv. Agency, New York [BROADCASTING • TELECASTING, Jan. 29], have been collated by the Bureau of Chief Inspector, U. S. Post Office Dept., and forwarded to the department's New York division. There investigations are underway into the practices of the mail order agency, which used radio spots to make a Christmas toy offer. Complainants say that although payments were made prior to the holiday, some listeners have failed to receive their products.

Post Office spokesmen stated last Thursday that there were no new developments, although they hoped to report on the case soon. Previous efforts of BROADCASTING • TELECASTING to contact Midland at 420 Madison Ave. offices in New York proved fruitless as that agency, after operating for a scant two months, seemed to disappear.

Other outgrowths of the incident have been investigations by Better Business Bureaus in a half-dozen cities; a suggestion that stations band together for a joint prosecution, and sentiment for setting up a system of recognition and accreditation of advertising agencies.

RADIO RIGHTS

Conn. Bill To Recognize

HEARINGS are scheduled for mid-February on a civil defense bill now before the Connecticut state legislature which would recognize broadcasting on a parity with the press as a means of "publishing" legislation notices.

According to the language of the bill, introduced in the House, the Connecticut Secretary of State could broadcast a legislation notice on a number of radio stations "considered adequate" by him and publish it in three issues of newspapers having general circulation in all counties of the state. Failure to publish the legislation would not alter its legality, however.

WILS Lansing's Most Powerful Station

A FOND farewell and a hearty welcome is the scene at WEEI Boston between (l to r): Wilbur S. Edwards, newly appointed director of KNX Hollywood and Columbia Pacific Network operations; Harold E. Fellows, WEEI general manager, and Harvey Struthers, former account executive for Radio Sales who succeeds Mr. Edwards as WEEI asst. manager [BROADCASTING • TELECASTING, **Jan. 22**].

KOOP ELECTED

Press Club Chairman

THEODORE F. KOOP, first radio newsman to hold the position has been elected chairman of the board of directors of the National Press Club in Washington, D. C.

Mr. Koop

Mr. Koop joined CBS as Washington news director in December 1947.

Native of Monticello, Iowa, Mr. Koop in 1928 received a B.A. degree from the U. of Iowa. From 1928 to 1941, he was with Associated Press in Des Moines, New Haven, Washington and New York.

He covered many major news events, including President Roosevelt's third inauguration and Wendell Willkie's presidential campaign.

From 1941 to 1947 Mr. Koop was with the National Geographic Society although for the major portion of this period he was on leave to serve as executive assistant to Byron Price, director, Office of Censorship.

WBBM-Long Case

COUNTER damage suits of WBBM-CBS Chicago and W. E. Long Co., Chicago advertising agency, will be considered Feb. 26, date set Wednesday for continuance by Master in Chancery Gerard Conner [BROADCASTING • TELECASTING, Nov. 27, 1950]. Station is suing the agency for $1 million, charging W. E. Long Co. "solicited and induced" exclusive WBBM-CBS performers to work for it. Agency is using WBBM-CBS for $2 million, $1 million as actual damages and another $1 million as punitive, because of "libelous statements" station allegedly made at previous court hearings.

NIELSEN EXPANDS

Reports on '50 Progress

REPORTING the addition of 39 new subscribers to its radio and television index services during 1950, A. C. Nielsen Co. last week pointed out that during last year, when the National Television Index was inaugurated, the company also made available to its clients a personal interview research service based on the National Radio Index sample, which provides a representative cross section of all radio homes.

Growing interest in television is shown by about half of agencies subscribing to the radio reports being TV subscribers as well and more than half the advertisers subscribing to the NRI service also getting the NTI reports. Nielsen clients buy 74% of all sponsored network programs, the company reported.

Several new types of information were developed last year, the review stated, including a breakdown of radio audience information by five geographic territories and by TV and non-TV areas. Distribution of the various Nielsen reports more than doubled during 1950, from 3,441 copies a month in 1949 to 7,088 copies monthly in 1950. There were also about 1,500 requests for special analyses, topping 1949 by more than 50%, with half of the requests since November dealing with TV.

Commenting on the company's progress, A. C. Nielsen, president, said:

We have made great progress in 1950. The need for sound and adequate radio and television research will be even greater in 1951 as products and markets change with the growing needs for war production and mobilization. If advertising dollars are to do the nation as well as the individual advertiser the most good, they must be invested in a manner that will be most productive of sales. That is the purpose of our research.

LeBlanc Plans

CONTROLLING interest in the manufacture of "Scribbles" doll toys has been obtained by Sen. Dudley LeBlanc, president of the LeBlanc Corp., Lafayette, La. (Hadacol), which claimed a $20 million sales volume in 1950. Sen. LeBlanc, who bought Scribbles Inc. and transported the firm from New York City to Lafayette, has indicated plans to launch a new radio series on over 750 stations, according to Sam Glueck, sales promotional director. Programs will promote the dolls and get underway before the annual toy show opens in New York City, according to the Hadacol president. Mrs. Elvy Kalep, who manufactured the dolls, will continue as president and general manager of Scribbles Inc.

VIKING Network is sending agencies and advertisers a booklet entitled "Timebuyers Handbook." Booklet gives coverage for 10 station regional market.

upcoming

Feb. 4-6: Arkansas Broadcasters Assn., Annual Winter Meeting, Hotel Marion, Little Rock, Ark.

Feb. 10-11: AWRT Michigan and Indiana Conference for former AWB members, Detroit.

Feb. 12-13: Columbia Affiliates Advisory Board District 9, San Francisco.

Feb. 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.

Feb. 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.

Feb. 14-16: Columbia Affiliates Advisory Board District 7, Omaha.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

Feb. 17-24. Fifth Annual AAAA Examinations, administered by regional councils and chapters.

Feb. 23: Illinois Broadcasters Assn., Leland Hotel, Springfield, Ill.

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)

March 6-7: U. S. Chamber of Commerce, National Marketing Conference, Fairmount Hotel, San Francisco.

March 9-11: Station Problems Conference, U. of Oklahoma, Norman, Okla.

March 12: BMI Program Clinic, Jefferson City, Mo.

March 12-13: American Management Assn., Marketing Conference, Waldorf-Astoria, New York.

March 14: BMI Program Clinic, Cedar Rapids, Iowa.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area Buy

WFMJ

The Only ABC Station Serving This Market

5000

All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

AFM Demands

(Continued from page 19)

hibition of film auditions "of any nature," banning production of film not expressly authorized in an agreement with AFM, or the use of film not authorized in AFM-producer agreements.

It was proposed that kinescopes be used "only on telecasts by stations affiliated with the network at the time of the original telecast," and used only once. If used more than once, "a repeat fee shall be paid to musicians whose performances are reproduced." Five percent of the "gross time charges" would be paid to the music performance trust fund—"gross time charges" being those fixed by a network for a particular period on a station subject to deductions for agency commissions (not exceeding 15%) and rate card discounts.

Trust Fund Payments

Such trust fund payments would be made subject to terms and conditions "substantially similar" to those in the television film trust agreement of Oct. 16, 1950, currently in use.

A further proposal, reportedly intended to block any attempt to get around AFM by telecasting foreign motion pictures, reads: "Except as provided . . . no musical part of a sound track or pictures of instrumental music performances shall be used and/or extracted for any other purpose."

Federation proposals for radio were described as "conditions affecting network radio." The first proposal set forth the freedom of networks to assign musicians employed under local agreements to simultaneous AM and FM broadcasting, and to shift them interchangeably to AM or FM. It also was proposed that single-sponsor rates should apply to "cooperative" and "participating" types of programs.

Permissible use of transcriptions (to accommodate daylight time adjustments, station unavailabilities, and the like) also were set forth.

Preceding Mr. Petrillo's entry into negotiations, representatives of AFM locals and the networks had met in New York, Chicago and Los Angeles for three weeks, considering local demands.

LEADING the way after a speech before the Cleveland section of the IRE [BROADCASTING • TELECASTING, Jan. 29], FCC Comr. George Sterling (seated) is the first to sign a petition proposing a professional group on industrial electronics within the IRE. Other speakers looking on are (l to r): J. B. Epperson, chairman, Cleveland section of IRE and chief engineer, Scripps-Howard radio-TV stations; H. K. Carpenter, executive vice president of United Broadcasting Co. (WHK); Carl E. Smith, engineering vice president of UBC and chairman of IRE professional groups committee; Warren H. Chase, chairman, Cleveland section of AIEE and vice president, Ohio Bell Telephone Co., and Samuel E. Leonard, engineer in charge of the NBC Cleveland area.

Among those of New York Local 802 was a demand that recorded music be banned from the air between 8 a.m. and midnight and a proposed 50% general hike in pay scales. These proposals reportedly dominated early negotiations until an impasse was reached over the question of retroactivity to Feb. 1 of any agreements arrived at in the course of what promised to be drawn-out negotiations.

Local 802 threatened to strike, and Tuesday its representatives emerged from a meeting with the networks (the last before Mr. Petrillo's intervention) with grim expressions.

Local 802's demands, released at the outset of negotiations, include four proposals—for the recording ban; for "a fair allocation of the total budget of each show for live music"; for classifying radio and TV shows so as to determine minimum instrumentation, and for establishing a sliding wage scale dependent upon number of musicians, size and nature of a show)— aimed at reducing musician unemployment.

Other 802 demands included the hiring of staff musicians on an annual, year-to-year basis; 3% welfare fund contributions by the companies; minimum rehearsal periods; 50% additional pay for musicians on simulcast shows and rehearsals, and a wage reopening clause effective when the Bureau of Labor cost of living index reaches 180 points. (The index on Dec. 15 stood at 178.)

Local 802 Demands

Digest of Local 802 demands:

1. Take recorded music off the air from 8 a.m. to midnight, whether network or local, television or radio.

2. Classify radio and television shows to allow determination of minimum instrumentation for each show.

3. Establish principle: That station will require "a fair allocation of total budget of each show for live music."

4. Establish a sliding scale of wage payments, dependent upon number of musicians, size and nature of show.

5. No reduction of staff musicians at networks having high minimum number under old contract; bring up to their level the low network staff musician minimums.

6. Annual hiring of staff musicians, with dismissal permitted only after eight weeks notice and at the end of the year. In absence of proper notice, employment continues another full year, and from year-to-year, until proper notice is given.

7. Musicians hired on annual basis to get two weeks paid vacation.

8. Employer contribution to welfare fund of 3% of payroll, including payroll of single-engagement musicians as well as staff members. Applies to class "A" stations and networks, both radio and television.

9. Excepting "just cause" dismissals, dismissed employes to get three weeks severance pay for each year, or fraction of year, of his period of employment, but in no event pay for more than 12 weeks.

10. Work week for staff musicians: 5 days per week, 4 hours in each 8-hour day. Overtime (time and half) to be paid for time worked beyond 4 hours out of any 8 on duty or time on duty over 8 hours.

11. Radio or television, station or network, house musician on commercial program to get "prevailing single-engagement commercial rate, or his regular staff salary, whichever is greater."

12. Staff or single-engagement musicians playing more than one instrument to be paid 25% extra for the first additional instrument, and 10% extra for each additional instrument.

13. Regulations for single engagements, stations and networks:

(A) Guarantee of "full run of the show" to each musician hired.

(B) "Full run of the show" engagement to any outside musician called upon to play an audition, when the show for which he is auditioned is broadcast or telecast.

(C) Rehearsal minimum of 2 hours for each 15-minute show, or fraction thereof; and 1 hour additional rehearsal for each additional 15 minutes, or fraction thereof.

(D) Rehearsals to be in minimum units of 2 hours, except those immediately preceding the broadcast or telecast.

(E) Rehearsals held on any day other than that of the show to be a minimum of 3 hours, with 25% payment in addition to prevailing rates.

(F) Excepting customary "fives," and one break immediately preceding going on the air, no rehearsal break to be less than 1 hour.

(G) Rehearsal scales to be based on half-hour periods.

(H) For simulcast rehearsals and shows, payment to be 50% in addition to scale payment.

Cost of Living Factor

14. When cost of living index of the Bureau of Labor statistics reaches 180 points, union may give 30 days written notice and reopen wage provisions of the contract. If, within 60 days after notice is given, the "parties (are) unable to resolve new wage scales," then the union may give 10 days notice and terminate the contract.

15. Increase of 50% in all wage scales, both weekly and single-engagement, effective Feb. 1.

(Digest of Federation's "Conditions Affecting Network Radio"):

("Following terms will be in addition to the terms and conditions agreed upon between networks and the locals now being negotiated:)"

1. Broadcasters may use musicians employed under local agreements for simultaneous AM and FM broadcasting, and may assign them interchangeably to independent AM or FM programming.

2. During the term of local agreements, "cooperative" and "participating" programs to be paid for as if sponsored by a single sponsor. ("In this connection it is pointed out that the so-called 'participating' type of program was never intended and does not apply to *network* programs.")

3. During term of local agreements, the "following existing practices . . ." respecting electrical transcriptions of network programs will continue unchanged:

(A) Transcription of any network program by an affiliate unable to

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL METROPOLITAN 0522

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA CALIF.

carry it "because of unavailability of station facilities" may be broadcast within seven days without charge, or if in Alaska or U.S. territories and possessions within 60 days without charge.

(B) Transcriptions of network programs originating within daylight saving time zones may, without charge (except charges payable if daylight time wasn't a factor), be fed to network affiliates not in daylight time zones for broadcasting once.

(C) Upon payment to musicians of the "applicable live repeat fee," any commercial network program may be transcribed and fed to affiliates for broadcast once.

(D) "For the convenience of participating artists and in the interest of program quality," an entire network show may be transcribed and fed to the network in place of the live show, by payment of the "applicable transcription rate" to its musicians.

Radio items to be discussed:

1. "Number of men.

2. "No settlement can be made unless we make a settlement for all stations which are owned and controlled by the networks, as we have done in the past."

To be discussed later:

Arrangers' Terms

Terms and conditions relating to arrangers, orchestrators, composers and copyists, etc.

Digest of Federation's "proposed scales and conditions for telecasts for trans-continental and regional networks":

1. Local telecasts remain within jurisdiction of locals as heretofore.

2. Basic minimum scale for network single and weekly engagement telecasts shall be 20% above the "applicable network radio scale of the local in whose jurisdiction the telecast . . ." originates.

If musicians engaged on a weekly basis by TV network are used on radio, they shall receive pro-rata the AM rate.

3. Full television scale shall be paid radio staff musicians when they are used on television programs only.

4. Rates for live auditions not telecast are to be established with the local of that jurisdiction.

5. "Film auditions of any nature are prohibited."

6. Musicians called in for costuming or make-up, either for dress rehearsal or telecast, to be paid "$12 for each such service." Make-up or costuming call-ins are not to be set for more than one hour before telecast or rehearsal, so that the musician doesn't lose an undue amount of time.

"It is understood that musicians may be required to wear tuxedos or business suits for no additional fee."

7. Film to be produced only when expressly authorized in agreement with AFM. Film to be used only when it has been expressly authorized for television use in AFM-producer agreement.

Programs reproduced on film, or other devices, during live telecasts are to be telecast subsequently only by affiliates at the time of the original telecast, and then only once, upon complying with the following:

(A) Payment to musicians of a repeat fee.

(B) Payment to the music performance trust fund of 5% of "gross time charges," which charges are "established by the network associated with the television station telecasting . . . for . . . time on the air, for the period during which the reproduced program is telecast, less . . ." advertising agency commissions not exceeding 15%, and rate card discounts actually allowed. "Other terms and conditions applicable to the trust fund payment shall be substantially similar to those contained in the television film trust agreement dated Oct. 16, 1950, presently in use."

Except as provided in this paragraph, no musical part of a sound track or pictures of instrumental musical performances shall be used and/or extracted for any other purpose."

8. "Recorded music shall not be used for spots or jingles, or for accompaniment, background, mood, cue, bridge or incidental purposes."

9. All rates for remote pick-ups of any kind, whether local or network, shall be within jurisdiction of the federation, rather than the locals.

10. In addition to their radio payment, musicians performing on simulcasts shall be paid 50% of such payment.

11. "Cooperative" and "participating" programs shall be paid for at the rates applicable if they were for a single sponsor.

To be discussed later:

Terms and conditions relating to arrangers, orchestrators, composers and copyists, etc.

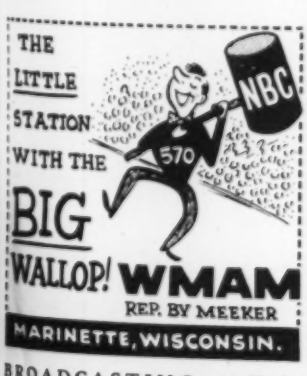
L. A. Progress

LOS ANGELES—Following the standstill reached last week in negotiations between AFM Local 47, Los Angeles, and the networks, three local union executives are meeting in New York today (Monday) with AFM and network officials there [BROADCASTING • TELECASTING, Jan.. 29]. Representing Local 47 in New York are John T. Groen, president; Phil Fisher, vice president, and Maury Paul, recording secretary.

Foremost among Los Angeles local demands are dropping of recorded bridges and cues on programs which eliminate jobs for musicians. The union also seeks pay increases.

Three Join Liberty

DAVID M. SEGAL, owner-general manager, Cotton Belt Group, announced late last week that his three stations would join the Liberty Broadcasting System, effective March 1. The group comprises KTFS Texarkana, Tex.; KDMS El Dorado, Ark., and WGVM Greenville, Miss. KTFS also is a Mutual affiliate and will carry both networks.



KFWB OWNER
Named ABC 'Good Neighbor'

HARRY MAIZLISH, owner-general manager of KFWB Hollywood, was selected "Good Neighbor of the Year" by ABC's *Welcome to Hollywood*, radio show.

Mr. Maizlish

Mr. Maizlish was presented with an inscribed gold statuette last Wednesday during the show. Frank Samuels, vice president and general manager in charge of the ABC Western Division, paid tribute to Mr. Maizlish's humanitarianism.

ABC said that Mr. Maizlish was singled out because of his outstanding record of "generous and thoughtful contribution of time, money and effort on behalf of worthy causes to help all people of all races and creeds, not only in America, but other nations as well." Mr. Maizlish was credited with having raised millions of dollars for charity and welfare organizations.

RADIO CLINIC
Feb. 26-28 at U. of Fla.

FIRST ANNUAL Clinic for Radio Broadcasters, to be held at the U. of Florida, Gainesville, Feb. 26-28, was announced last week.

This is to be the opening of a series of clinics for radio personnel conducted by the General Extension Div. of Florida and the Florida Assn. of Broadcasters.

Designed to further professional advancement of radio personnel in the southeast, the clinic is jointly sponsored thus far by the broadcasters associations of Alabama, Kentucky, South Carolina, Tennessee, Mississippi, North Carolina and Georgia. Additions may be made.

Specialists in many fields are scheduled to speak. Membership fee of $12 includes all clinic privileges and two dinner meetings.

CONTROL BILL
Marks Time in Congress

SECURITY-MINDED lawmakers last week marked time on Capitol Hill, under the brunt of other legislative duties, on the Defense Dept.'s far-reaching plan requesting Presidential authority to silence radio-TV emissions and other "electromagnetic radiations."

But indications remained that the two Congressional committees, to which such legislation has been referred, would adhere to their original plans to hold full-dress hearings at the earliest possible moment [BROADCASTING • TELECASTING, Jan. 29, 22, 15, 8].

Chairman Ed C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, who sponsored the upper chamber bill (S 537), said he had set no date for hearings as yet pending study of replies from government agencies which were asked for comments.

At week's end only a few of the federal departments had acknowledged the committee's request, without offering specific recommendations pending study.

Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee and author of the House measure (HR 1643), said no consideration had been given the legislation, but promised full-scale hearings before the full committee when it is taken up. In view of current manpower hearings, he expressed hope that the committee "may get around to the proposal sometime before June."

Both Sen. Johnson and Rep. Vinson have emphasized that their sponsorship does not necessarily reflect their compete unanimity with the measures, which would empower the President to control radio-TV signals "in time of war, national emergency, or whenever (he) deems it advisable in the interest of national security."

Legislative and industry groups have expressed fear that the plan is too drastic in its present form, while the military has taken the position that it needs formal authority to control all emissions, including radio-TV, through the Chief Executive, even though FCC has that authority at present.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Town & Country

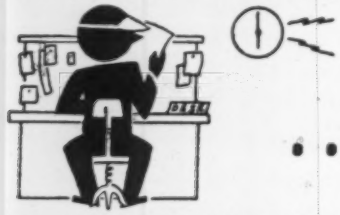
SENTIMENTAL MUSIC

On Records: **Patti Page—Mer. 5571; Frankie Carle—Vic. 20-4057; Rosemary Clooney-Tony Pastor — Col. 39158; Tex Beneke — MGM 10910; Dick Brown — Jubilee 4016; Paul Neighbors—Cap. 1353; Jack Pleis-Eve Young —Lon. 962; Owen Bradley—Coral*.**

**** soon to be released***

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI



...at deadline

NEW PUBLIC SERVICE DRIVES GET AD COUNCIL BACKING

PUBLIC SERVICE campaigns, urging blood donor pledges and public compliance with economic controls, launched this week by American Red Cross and Economic Stabilization Agency, respectively. Drive to acquaint public with blood needs for military and civil defense stockpile gets underway through Advertising Council Friday, with appeals on CBS *Hear It Now*, 9-10 p.m. EST. Other commitments in planning stage.

ESA program, signifying first time government has kicked off national campaign by television, launched yesterday (Sunday) on NBC-TV *Battle Report, Washington* with talks by Wage and Price Stabilizers Cyrus Ching and Michael DiSalle. Ad Council expected to join campaign this week, reporting on radio, TV and other media participation plans.

OKLAHOMA U. AGENDA SET

BROADCASTING's growth in competitive economy and "challenge" of personnel and materials shortages to afford theme of U. of Oklahoma's annual Station Problems Conference at Norman, Okla., March 9-11. Sherman P. Lawton, conference director, said series of workshop meetings will draw representatives from over 20 stations. Topics to include station policy, public relations practices, news problems, new revenue sources and coordination of advertising media, and school broadcasting.

CHEST-WELFARE PACKAGE

COMMUNITY CHESTS and Councils of America Inc., producing new radio transcription series, *The Headline Makers*, for February distribution to local Chests and Welfare Committees. The 18 five-minute programs feature leading network commentators in an analysis of headline news events, including Kenneth Banghart, Red Barber, Edward R. Murrow, John Cameron Swayze, Galen Drake, Pauline Frederick, Martha Deane, Barbara Welles, Ben Grauer, George Hicks, Edwin C. Hill, Walter Kiernan and Larry Leseur.

WAAS JOINS COX ADV.

LES WAAS, independent producer, named director radio-TV, J. Cunningham Cox Adv. Agency, Philadelphia.

DTN SIGNS CUBAN AFFILIATE

UNION Radio Television, video station in Havana, Cuba, becoming affiliate of DuMont TV Network under what is said to be first international TV affiliation contract, executed last week between Commander Mortimer W. Loewi, director of network, and Gaspar Pumarejo, Union Radio Television executive. First DuMont programs to go to Havana will be boxing and wrestling telecasts transmitted via Teletranscriptions (kinescopic films).

SOARING CORPORATE TAXES SEEN IN TRUMAN MESSAGE

BOOST in corporate taxes from 47% to probable 55% and higher capital gains levies indicated Friday in President Truman's tax message to Congress calling for overall $10 billion increase now and estimated $6.5 billion later to meet $71.6 billion budget.

Mr. Truman urged hikes of $3 billion each in corporate income taxes and "selective" excises, and $4 billion in individual income levies, plus closing of tax "loopholes" including correction of "undue preferential treatment" extended to capital gains category. National sales tax and detail on how taxes would be raised were not mentioned by the Chief Executive.

Referring to corporate tax, the President described it as "the major supplement to the personal income tax," and declared: "In the light of high and rising corporate profits, the ($3 billion) increase in corporation taxes . . . will leave (them) generally able to maintain the dividend and reinvestment policies of recent years."

Treasury Secretary John Snyder to explain details of tax proposal in hearings before House Ways & Means Committee today (Monday) (see early story page 87).

ASTIN NAMED BY NBS

DR. A. V. ASTIN named as associate director of National Bureau of Standards, with full responsibility for electronics, missile and other activities and coordination of NBS operations. Dr. Astin formerly was chief of NBS' Electronics and Ordnance Div. and before World War II was active in research and development in electronic instrumentation.

LEVEY JOINS KMOX

STANLEY LEVEY, Chicago manager of Frederic W. Ziv Co. for past year, begins work today (Monday) as manager of nighttime operation of KMOX, CBS station in St. Louis. Mr. Levey, who will headquarter in Chicago, worked on sales staff of WBBM (CBS) Chicago 11 years and as salesman at WIND Chicago two and one-half years.

GEN. SARNOFF HONORED

BRIG. Gen. David Sarnoff, chairman of board of RCA, named honorary citizen of New Orleans at special dinner in his honor. He received citation and golden key from Mayor Delesseps Morrison.

OLIVER MORTON

OLIVER MORTON, 62, manager, National Radio Spot Sales, NBC Chicago, died Friday in Swedish Covenant Hospital where he had been undergoing treatment for cardiac condition. Entering radio in 1928 as a salesman for KDKA Pittsburgh, Mr. Morton first joined NBC in 1933. He became special representative for Westinghouse in Chicago in 1940, returning to NBC in 1942. His widow and son survive.

Closed Circuit

(Continued from page 4)

of South American operations. First trip, from Nov. 25 to Dec. 31, was of European area and final phase will be Pacific. He will be accompanied again by Merrill Phillips, of State Dept.'s Voice evaluation unit, and an engineer to be named. Report will be released after mission completed.

PERSONAL PRODUCTS (Yes tissues) placing spot announcement radio campaign in limited number of markets through Compton Adv., New York.

RUMFORD BAKING POWDER, through James Thomas Chirurg, Boston, buying additional four radio markets starting in early February for 13 weeks.

CRABBE SUES ON FILM USE

DAMAGE suit for $500,000 filed Friday in New York Federal Court by Buster Crabbe, actor, through Attorney Lee V. Eastman, against Ford Dealers Assn. (sponsor) and Pathe Industries (present film owner) for alleged unauthorized telecasting of Mr. Crabbe's 1943 western films, "Billy the Kid" and "Billy Carson." Denial of motion to dismiss similar Jack Sharkey suit last November by same court opened way for this action, which alleges telecasting of the films violated right of privacy, as well as constituted breach of contract. Mr. Eastman also attorney in Mr. Sharkey's suit [BROADCASTING • TELECASTING, Nov. 20, 1950].

EQUIPMENT EXEMPTION

SALES to defense agencies of radar equipment and electronic-communications devices designed specifically for military use exempted from price ceiling by Office of Price Stabilization in ruling amplified Friday. Action was taken to "remove hindrance to military procurement in the defense effort."

YOUNG ST. LOUIS BRANCH

ADAM J. YOUNG Jr. Inc., station representative, announces opening of new branch office at 316 N. 8th St., St. Louis, to service south central area. Manager will be Bert Somson, former Frederic W. Ziv representative in area.

TWO'S ENOUGH

THIS resolution adopted at NAB board meeting in honor of retiring directors, whose terms wound up because of two-term consecutive limit originally proposed by William B. Smullin, KIEM Eureka, Calif.:

"Whereas, there comes now the time for seven among our number to retire to the relative security of station operation.

"Or otherwise pursue such matters as may occupy the attention of pastured board members.

"And whereas, a finer group of initiates in the Smullin Society of 'two's enough' could not be conceived.

"Be it resolved that we pay affectionate tribute to these who leave us now, their 'whereases' and 'be it resolves' indelibly imprinted upon the scroll of NAB—and even be it said upon the record of NARTB."

Retiring directors as result of two-term limit are Messrs. Coleman, Woodall, Nunn, Caley, Meagher, Rembert and Spence.

in Cincinnati . . **MORE** local and national spot advertisers buy

MORE time on WLW-T to sell

MORE products to

MORE people . . .
. . . than any other TV station in Cincinnati

in Dayton . . . . **MORE** local and national spot advertisers buy

MORE time on WLW-D to sell

MORE products to

MORE people . . .
. . . than any other TV station in Dayton

in Columbus . . **MORE** local and national spot advertisers buy

MORE time on WLW-C to sell

MORE products to

MORE people . . .
. . . than any other TV station in Columbus

this is

WLW - TELEVISION

WLW-T	WLW-D	WLW-C
CHANNEL 4	CHANNEL 5	CHANNEL 3
CINCINNATI	DAYTON	COLUMBUS

Serving the second largest TV market in the Midwest

Audience: Videodex, December, 1950